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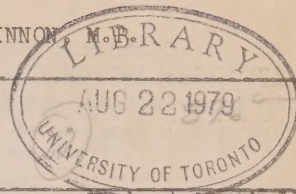


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DEPARTMENT OF TRADE AND COMMERCE
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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JANUARY, 1947
(1935-1939=100)

Dollar sales of Canadian retail merchants were 13 per cent higher in January, 1947 than in January, 1946, a margin of increase which corresponds closely with the average gain in trading which took place throughout 1946. January sales were 36 per cent below the peak volume recorded in December, but this decrease was not unusually acute. In fact, the index adjusted for seasonal variations rose to 220.1 in January from 212.4 in December. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 181.1 for January, 1947, 160.0 for January, 1946 and 282.2 for December, 1946.

January "clearance sales" made their re-appearance as a feature of merchandising this year after a long absence. There were a number of reasons for this development. Largely it resulted from efforts of retailers to liquidate excess and slow-moving stocks. But it was also prompted to some extent by adverse predictions, originating from various sources and widely publicized, regarding prospects for a continuation of the existing high level of consumer purchasing. Among the more prominent trades employing "clearance sales" effectively in January were ladies' wear shops and department stores.

As a result of the sales promotion which they carried out, women's apparel shops experienced the largest increase of any trade during the month under review. Sales were up 26 per cent above January a year ago. Activity in family clothing stores was also pronounced in January and sales for that kind of business rose 20 per cent over January of last year. Sales of footwear, which gained momentum in the late months of 1946, extended their increases still further in January when sales were 22 per cent above January a year ago.

Department stores maintained the sales expansion rate which they have exhibited over the past several months, January sales being 20 per cent ahead of those for January a year ago. A 33 per cent increase for the departmental firms in Quebec province was outstanding. Sales of country general stores have been increasing at a slow but steady rate in recent months and showed advancement of 8 per cent in January. Weather is an influential factor and the severity of the winter this year may account for the relatively small gains which occurred in some sections of the country.

The much greater sales increases for certain of the non-durable goods stores did not seriously retard the rate of increase for durable goods outlets. Radio and electrical stores reported a substantial volume of business and sales were higher by 61 per cent in January this year compared with last. The increase in sales of hardware stores was more moderate in January than has been usual of late, but was still appreciable at 16 per cent over January a year ago. The narrowing margin of increase for jewellery stores has been in evidence for the past few months but sales for the trade remain at a very high level.

The increases of 10 per cent for food stores and 4 per cent for restaurants are consistent with the average trend in sales for these two trades in recent months.

Price 10 cents

Chain candy stores reported an increase of 11 per cent in sales for January, 1947 over the same month a year ago. Sales of furriers, which had shown a tendency to taper off in the last month of 1945, responded to advertising promotion in January and increased 44 per cent over January, 1946.

Department Store Sales for Selected Departments

Rapid increases in sales of the durable household goods departments and in hardware continued throughout January. Sales of women's and children's apparel, particularly in those departments handling outerwear, hosiery and gloves, recorded notable gains during the month under review. Shoe departments enjoyed another substantial increase of 21 per cent in January.

Revision To Design of Monthly Report

The content of the tables of this report has been considerably reduced this month and it is hoped that the new design will render the report more useful for reference purposes. Percentage changes for the various trades in different regions of the country have been incorporated into the first table along with the percentage changes for Canada. It is felt that this will give opportunity for a better visual examination of the overall trends across the country. Material which was formerly repeated from month to month has also been eliminated from the regular tables of the report which contain the indexes of sales.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business (Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	January, 1947 Compared With							
	Jan. 1941	Dec. 1946	January, 1946					
	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
GENERAL INDEX	+79.8	-35.8	+13.2	+ 6	+17	+14	+16	+14
General Merchandise Group:								
Country General Stores	+77.2	-33.5	+ 8.1	+ 8	+12	+10	+ 4	+10
Department Stores	+77.0	-49.4	+20.3	+14	+33	+19	+19	+17
Variety Stores	+65.2	-64.4	+11.1	+ 4	+11	+11	+16	+12
Food Group:								
Food Stores	+70.7	-10.3	+10.4	+ 3	+13	+12	+ 9	+ 8
Restaurants	+91.8	- 4.0	+ 3.8	- 5	+ 6	+ 3	+ 2	+ 9
Clothing Group:								
Family Clothing Stores	+110.2	-48.6	+19.7	+25	+24	+15	+19	+18
Men's Clothing Stores	+71.6	-54.4	+11.8	- 7	+16	+19	- 1	+17
Women's Clothing Stores	+112.1	-43.8	+26.1	+19	+31	+25	+22	+30
Shoe Stores	+80.5	-54.3	+21.5	+ 7	+25	+22	+25	+20
Household and Personal Effects Group:								
Drug Stores	+70.8	-32.1	+ 3.2	- 2	+ 1	+ 4	+ 4	+ 5
Furniture Stores	+112.6	-16.9	+21.4	+22	+30	+19	+ 8	+24
Hardware Stores	+129.4	-35.8	+15.9	+16	+17	+14	+21	+ 7
Jewellery Stores (a).....	+89.4	-74.6	+ 4.9	- 7	+28	- 2	(b)	+ 7
Radio and Electrical Stores	+110.6	-27.6	+61.0	+57	+60	+71	+34	+81

(a) Based on sales including the Federal Tax introduced in June, 1942.

(b) Change of less than 1 per cent.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1941	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1945	142.8	174.7	126.6	165.5	122.5	163.1	139.6	221.5
January, 1946	160.0	196.1	137.6	179.4	137.0	182.4	144.1	227.7
December, 1946	282.2	212.4	223.7	191.6	325.7	203.2	449.4	234.6
January, 1947	181.1	220.1	148.7	192.3	164.8	218.6	160.1	249.0

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
January, 1941	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1945	166.2	176.0	179.0	188.4	124.1	184.5	118.6	167.3
January, 1946	182.4	192.4	190.3	199.6	144.2	214.1	141.3	199.3
December, 1946	224.6	208.9	205.9	200.7	336.0	220.0	346.6	213.7
January, 1947	201.4	207.4	197.6	206.6	172.6	253.2	158.0	220.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1941	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1945	135.1	188.9	98.0	141.7	176.7	187.8	100.1	151.9
January, 1946	148.8	207.3	110.0	157.2	195.2	207.5	145.9	222.2
December, 1946	334.1	224.0	292.3	218.3	296.9	239.8	213.2	184.6
January, 1947	187.7	258.5	133.6	185.7	201.5	212.7	177.1	265.5

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1941	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943	95.0	158.4	120.3	175.3	112.2	139.6
January, 1945	120.1	200.2	149.9	210.0	97.9	117.1
January, 1946	158.7	263.4	168.8	236.5	145.8	174.4
December, 1946	286.6	263.9	698.0	274.9	324.4	254.5
January, 1947	184.0	302.0	177.1	248.1	234.8	280.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1941	107.6	89.2	98.4	110.8	116.4	132.1	95.1
January, 1946	182.6	168.0	130.3	158.0	208.6	219.3	160.0
December, 1946	327.9	251.6	339.6	526.8	246.4	229.7	435.9
January, 1947	193.4	182.1	148.9	163.7	214.3	208.3	199.3
Quebec							
January, 1941	100.8	88.1	102.2	103.0	116.5	106.8	77.5
January, 1946	157.3	135.2	137.9	170.5	181.4	191.4	133.7
December, 1946	275.0	220.9	369.4	485.6	220.4	207.8	341.7
January, 1947	183.4	151.0	184.0	190.0	204.2	203.1	165.5
Ontario							
January, 1941	104.8	86.7	92.6	94.3	124.1	102.0	86.9
January, 1946	158.1	134.3	135.0	132.6	183.4	186.7	140.9
December, 1946	284.5	204.6	318.2	426.4	228.9	194.9	294.1
January, 1947	180.5	147.1	160.7	147.4	204.7	192.8	162.0
Prairie Provinces							
January, 1941	89.6	76.2	87.6	90.6	104.4	96.6	69.7
January, 1946	153.7	125.9	134.8	138.8	169.5	190.2	164.7
December, 1946	266.4	223.2	301.2	439.5	212.1	213.8	337.2
January, 1947	178.7	130.5	159.7	160.5	184.7	194.8	195.7
British Columbia							
January, 1941	101.3	87.3	93.4	87.0	115.3	94.7	88.9
January, 1946	167.4	149.7	151.3	120.3	173.2	186.1	145.5
December, 1946	295.8	235.5	347.8	396.2	213.2	216.4	366.7
January, 1947	191.5	165.2	177.0	134.6	186.7	203.6	171.2

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
120.5	112.0	77.4	127.4	86.9	90.1	126.4	128.6
220.4	187.3	133.3	222.0	193.0	157.5	244.4	165.5
466.9	419.1	361.8	359.2	338.0	303.9	943.3	405.0
204.5	222.4	142.8	218.4	234.6	183.3	228.4	259.9
Quebec							
79.9	76.0	57.2	120.6	71.1	74.5	84.0	108.1
103.3	110.4	85.2	207.8	103.2	162.9	142.8	153.0
289.5	298.5	260.0	258.7	196.2	242.5	628.8	317.1
119.4	144.7	106.7	210.3	134.5	189.9	182.3	245.4
Ontario							
97.0	94.8	75.6	118.1	88.9	85.9	96.4	109.8
139.2	163.0	109.8	180.3	149.2	146.5	162.2	116.1
373.8	361.7	311.0	279.1	195.3	269.6	668.7	327.9
165.0	204.2	134.1	188.2	177.9	167.6	159.4	198.1
Prairie Provinces							
79.5	81.1	78.5	112.2	78.8	73.7	92.0	109.0
169.9	143.1	131.6	196.2	206.6	163.0	199.6	211.1
302.6	288.3	199.9	322.5	186.1	325.5	745.8	268.7
168.6	174.4	165.0	203.1	222.7	197.0	199.3	282.6
British Columbia							
96.1	93.2	113.4	115.8	107.5	80.0	82.0	122.3
151.4	177.5	148.2	229.4	200.0	197.3	164.9	166.0
327.9	325.8	329.0	382.5	288.8	383.0	757.0	364.4
176.4	231.3	177.9	241.7	248.3	211.9	177.0	298.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January, 1946 and January, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	January, 1946	January, 1947	% Change, 1947/1946
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	24,169,539	28,889,520	+19.5
1. Women's dresses, coats and suits	2,537,403	3,269,400	+28.8
2. Girls' and infants' wear	661,717	773,258	+16.9
3. Hosiery and gloves	747,168	1,071,015	+43.3
4. Lingerie and corsets	932,874	1,005,028	+ 7.7
5. Millinery	194,226	210,309	+ 8.3
6. Women's and children's apparel - (Total, 1-5)	5,073,388	6,329,010	+24.7
7. Men's and boys' clothing and furnishings	2,340,386	2,616,062	+11.8
8. Drugs and toilet articles and preparations ...	846,026	877,536	+ 3.7
9. Piece goods	2,345,706	2,717,842	+15.9
10. Smallwares	971,998	1,067,015	+ 9.8
11. Food and kindred products	2,523,197	2,789,433	+10.6
12. Furniture (including mattresses and springs) .	1,763,094	2,083,858	+18.2
13. Home furnishings	1,613,868	2,067,951	+28.1
14. Household appliances and electrical supplies .	621,651	958,737	+54.2
15. Hardware and kitchen utensils	991,675	1,226,092	+23.6
16. Radios, musical instruments and supplies	358,186	716,180	+99.9
17. Shoes and other footwear	1,431,096	1,734,193	+21.2
18. Stationery, books and magazines	550,348	564,322	+ 2.5
19. All other departments, total	2,738,920	3,141,289	+14.7

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, FEBRUARY, 1947
(1935-1939=100)

Retail sales continued at a high level in February when consumer expenditures for merchandise were 10 per cent greater than in February, 1946. The average gain in sales for the first two months of this year over last amounted to 11 per cent, January results having shown an increase of 13 per cent. These increases are in terms of dollar sales without allowance for price changes. The Bureau's retail price indexes indicate that prices were approximately 9 per cent higher in the early months of this year compared with last. This suggests little change in the physical quantities of goods marketed in retail establishments between the first two months of 1946 and 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 183.3 for February, 1947, 167.1 for February, 1946 and 181.1 for January, 1947.

The adjusted index of retail sales, in moving from 220.2 in January, 1947 to 233.6 in February of this year, was established at the highest peak yet attained. All groups, with the exception of drugs, furniture and jewellery stores, showed an upward movement in the adjusted index between January and February. Differences in numbers of business days and normal seasonal variations are taken into account in arriving at these results.

A flurry of buying activity in the various apparel trades which featured the January business was revealed as a temporary condition. February sales increases for these stores were of more moderate proportions. Jewellery store sales dipped sharply in February compared with the same month a year ago. Increases in sales for other types of retail outlets, while they varied widely in extent, were nevertheless fairly consistent with the characteristic pattern in recent months.

Sales volume increased in all five economic regions of the country, but the upward trend was more pronounced in Quebec, Ontario and British Columbia than in the Prairie Provinces and the Maritime Provinces.

In the Maritime Provinces, sales for many trades, particularly those dealing in durable goods, marked up gains which compared favourably with increases elsewhere. The 13 per cent increase in sales of shoe stores was also quite impressive. However, sharp declines in certain specialty establishments, notably restaurants and men's wear shops, together with a moderation in the sales expansion of department stores in that part of the country, had the effect of reducing the average gain to 3 per cent.

There was a very marked disturbance to the recent pattern of sales movements in the Prairie Provinces. Department stores, food stores, and radio and electrical stores maintained strong increases which contrasted with declines in certain of the apparel trades and even in some of the durable goods stores such as hardware and furniture.

Chain candy stores reported an increase of 10 per cent in sales for February, 1947 over the same month a year ago, and were up by the same amount in the January-February comparison. Sales of furriers increased 16 per cent in February, 1947 over February, 1946.

Department Store Sales for Selected Departments

The review of sales by departments reveals that durables continue to show more prominent gains than non-durables. The gain in sales of ladies' apparel departments was reduced from 25 per cent in January to 14 per cent in February, and there was a corresponding reduction in the extent of the increases for footwear. Sales of piece goods and smallwares departments were substantially higher in February this year than last, increases being in the vicinity of 19 per cent in each case.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	February, 1947 Compared With						Jan.-Feb., 1947 Compared With							
	Feb. 1941		Jan. 1947		February, 1946				Jan.-Feb., 1946					
	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
GENERAL INDEX	+83.7	+1.2	+9.7	+3	+12	+11	+7	+12	+11.4	+5	+14	+13	+9	+13
General Merchandise Group:														
Country General Stores	+83.6	+1.0	+7.5	+6	+9	+13	+4	+9	+8.0	+9	+10	+11	+4	+9
Department Stores	+100.1	+14.9	+16.9	+6	+22	+19	+15	+16	+18.5	+9	+27	+19	+17	+16
Variety Stores	+64.3	+6.6	+8.2	+3	+14	+8	(a)	+11	+9.5	+2	+13	+9	+7	+11
Food Group:														
Food Stores	+69.7	+1.5	+8.9	+4	+9	+10	+10	+9	+9.7	+3	+11	+11	+10	+9
Restaurants	+85.5	+6.7	+0.5	+10	+1	+2	+3	+8	+1.8	+8	+3	+3	+1	+7
Clothing Group:														
Family Clothing Stores	+115.4	+3.6	+7.2	+3	+12	+8	+4	+9	+12.3	+10	+16	+12	+11	+12
Men's Clothing Stores	+105.0	+7.5	+4.5	+12	+20	+9	+11	+1	+7.3	+9	+17	+12	+7	+7
Women's Clothing Stores	+109.6	+9.1	+9.3	+4	+11	+9	+2	+21	+17.2	+12	+20	+17	+10	+25
Shoe Stores	+82.7	+10.1	+2.2	+13	+4	(a)	+10	+8	+10.8	+12	+14	+12	+5	+7
Household and Personal Effects Group:														
Drug Stores	+69.7	+5.6	+3.0	+1	+2	+3	+3	+6	+3.3	+1	+2	+4	+3	+6
Furniture Stores	+66.8	+0.6	+15.5	+24	+26	+15	+6	+6	+19.5	+25	+29	+19	+1	+15
Hardware Stores	+142.4	+0.4	+14.8	+14	+27	+18	+1	+25	+16.0	+15	+22	+17	+9	+18
Jewellery Stores (b)	+84.6	+3.3	+12.6	+16	(a)	+16	+19	+8	+4.4	+12	+12	+9	+9	+2
Radio and Electrical Stores	+117.4	(a)	+54.5	+71	+43	+63	+44	+60	+57.5	+62	+49	+67	+39	+70

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

February, 1946 and February, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	February, 1946	February, 1947	% Change, 1947/1946
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	29,423,927	34,444,388	+17.1
1. Women's dresses, coats and suits	3,064,116	3,522,233	+15.0
2. Girls' and infants' wear	995,311	1,157,594	+16.3
3. Hosiery and gloves	1,147,549	1,282,681	+11.8
4. Lingerie and corsets	1,239,024	1,400,297	+13.0
5. Millinery	246,738	270,562	+ 9.7
6. Women's and children's apparel - (Total, 1-5)	6,892,738	7,833,367	+14.1
7. Men's and boys' clothing and furnishings	2,864,546	3,211,501	+12.1
8. Drugs and toilet articles and preparations ...	879,573	920,841	+ 4.7
9. Piece goods	2,773,446	3,284,119	+18.4
10. Smallwares	1,058,845	1,261,260	+19.1
11. Food and kindred products	2,487,829	2,784,377	+11.9
12. Furniture (including mattresses and springs) .	2,216,800	2,591,809	+16.9
13. Home furnishings	2,367,682	2,974,535	+25.6
14. Household appliances and electrical supplies .	884,988	1,286,210	+45.3
15. Hardware and kitchen utensils	1,293,826	1,586,916	+22.7
16. Radios, musical instruments and supplies	500,236	816,638	+63.3
17. Shoes and other footwear	1,654,580	1,856,427	+12.2
18. Stationery, books and magazines	599,937	612,306	+ 2.1
19. All other departments, total	3,148,939	3,624,082	+15.1

CANADA - Indexes of Retail Sales - (Average for 1935-1939' = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
February, 1941 ...	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1943 ...	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1945 ...	146.7	185.6	127.6	172.4	136.2	181.0	151.0	223.6
February, 1946 ...	167.1	212.7	140.2	188.4	162.3	215.7	157.6	233.4
January, 1947	181.1	220.2	149.2	193.0	165.1	219.1	159.9	248.7
February, 1947 ...	183.3	233.6	150.7	202.5	189.7	252.1	170.5	252.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
February, 1941 ...	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1943 ...	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1945 ...	167.4	182.3	171.4	194.0	127.1	196.4	122.3	194.7
February, 1946 ...	182.2	198.3	181.9	205.9	154.3	238.4	160.9	256.0
January, 1947	201.5	207.6	196.0	204.9	171.6	251.7	156.3	217.8
February, 1947 ...	198.5	216.1	182.9	207.1	165.4	255.5	168.1	267.4

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
February, 1941 ...	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1943 ...	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1945 ...	139.1	221.3	108.7	183.7	167.8	186.1	112.4	144.1
February, 1946 ...	155.2	247.0	116.1	196.2	185.4	205.7	155.5	199.3
January, 1947	186.5	256.9	131.9	183.3	202.3	213.6	180.7	270.9
February, 1947 ...	169.6	269.9	118.6	200.5	190.9	211.8	179.6	230.2

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
February, 1941 ...	76.5	140.2	93.0	133.5	107.7	139.6
February, 1943 ...	97.7	178.9	128.4	184.3	103.1	133.5
February, 1945 ...	119.3	218.6	168.1	241.4	92.7	120.1
February, 1946 ...	161.5	295.9	196.4	282.0	151.5	196.3
January, 1947	186.1	305.3	177.6	248.8	234.1	280.0
February, 1947 ...	185.4	339.7	171.7	246.6	234.1	303.4

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
February, 1941	109.0	88.0	100.5	125.2	117.1	141.2	86.1
February, 1946	189.7	170.0	178.1	172.2	201.0	218.1	189.7
January, 1947	194.1	186.5	148.9	160.9	214.0	207.9	199.1
February, 1947	196.1	180.7	184.2	177.1	202.7	186.5	184.5
Quebec							
February, 1941	101.1	80.7	95.8	115.4	117.4	102.2	78.1
February, 1946	165.8	136.0	168.4	175.7	186.4	180.5	154.0
January, 1947	182.5	150.3	182.9	191.1	203.5	199.1	161.6
February, 1947	186.0	147.8	204.9	200.5	203.8	182.9	172.3
Ontario							
February, 1941	102.3	84.3	85.5	95.2	120.7	96.7	77.4
February, 1946	163.7	135.0	162.1	148.2	181.1	177.6	127.1
January, 1947	180.9	147.4	160.8	147.0	204.9	193.0	164.0
February, 1947	182.1	152.1	193.3	159.3	198.4	181.1	136.9
Prairie Provinces							
February, 1941	88.7	72.8	74.8	112.3	104.3	92.9	64.3
February, 1946	161.6	131.3	152.0	159.2	170.0	186.5	184.3
January, 1947	171.0 ^(a)	131.1	161.2	160.1	186.2	193.4	194.9
February, 1947	172.3	136.3	174.1	158.6	186.6	180.1	191.3
British Columbia							
February, 1941	100.8	84.1	77.3	96.0	118.0	85.6	81.2
February, 1946	175.5	151.5	170.4	136.6	171.2	173.2	172.6
January, 1947	190.9	162.3	177.4	134.8	187.9	199.1	168.3
February, 1947	195.4	164.8	186.9	161.0	186.3	186.9	187.6

(a) An error in the compilation of the preliminary index for January was detected following publication of the January bulletin, which accounts for the extensive revision to this index.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
106.1	94.6	74.0	125.0	98.4	80.8	130.0	128.6
220.3	194.6	126.0	208.6	190.2	146.0	281.3	150.2
209.6	225.4	147.3	216.7	244.0	183.4	226.9	255.4
193.4	201.6	142.9	210.8	236.6	165.9	236.4	256.5
Quebec							
75.1	83.9	54.4	113.3	101.6	77.9	81.7	106.9
112.5	132.9	86.8	190.2	127.1	156.6	162.6	171.2
117.5	142.7	106.0	212.8	135.9	191.6	180.1	238.6
135.2	148.0	90.1	194.3	160.6	198.4	162.3	245.2
Ontario							
85.8	80.3	64.4	113.1	110.1	76.2	95.1	107.6
157.3	161.0	111.1	173.9	154.0	135.3	195.4	129.2
161.0	204.2	134.9	188.6	185.0	170.7	162.6	199.5
171.4	175.1	111.4	179.4	176.5	159.3	163.8	210.4
Prairie Provinces							
71.8	72.7	71.3	107.3	96.3	71.6	83.9	101.3
193.3	157.8	142.6	188.2	193.5	196.6	215.2	182.1
167.5	170.7	160.4	204.2	219.5	196.9	201.4	285.8
171.9	160.6	128.4	193.0	182.5	194.0	174.3	261.9
British Columbia							
76.5	82.2	87.1	108.3	139.3	86.0	97.5	110.0
220.7	168.2	202.7	217.2	207.8	220.6	196.1	167.5
180.9	228.1	156.0	242.6	247.9	218.2	171.3	297.7
218.9	203.5	218.6	229.6	219.9	275.8	181.1	268.2

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, MARCH, 1947
(1935-1939=100)

The trend of consumer expenditures in Canada's retail stores remained upward during March when sales increased 6 per cent over March a year ago. While the level of trading remains high and continues on the upgrade, a tendency for retail business to level off has been in evidence in recent months, sales in January and February having shown increases of 13 and 10 per cent respectively. The average gain in sales for the first quarter of this year over last amounted to 9 per cent.

Consumer reaction to increasing prices may be cited as a partial explanation for the loss in momentum of retail sales, but the fact that government payments in the form of grants and gratuities to ex-service personnel were more substantial at this time last year is also an important factor to be considered.

Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 223.2 for March, 1947, 210.3 for March, 1946 and 183.2 for February, 1947.

Five of the fourteen trades comprising the monthly series showed sales declines in March of this year compared with last. It is remarkable, too, that some of the five are among those which should normally benefit from Easter trade of which a larger portion was attributable to March this year than last because of the earlier date of Easter. Thus, three of the four apparel trades did a smaller volume of business this year, while the fourth, men's wear stores, enjoyed only a fractional margin of increase. Weather conditions in March a year ago were generally more favourable for retail shopping than was the case this year, which may account partially for the moderation in sales expansion. Restaurants and jewellery stores, whose sales volumes have shown noticeable signs of weakening in recent months, were others which reported reduced sales this March compared with last.

Although the general index of sales in the Maritime Provinces fell 1 per cent below that for March, 1946, other sections of the country reported increases in the general level of retail trading. British Columbia was in the lead with an 11 per cent increase, while the remaining divisions had increases which were in the vicinity of the overall 6 per cent increase for the country.

Declines were prominent among the percentage changes for individual trades in various parts of the country. In the Maritime Provinces, department stores and durable household goods stores reported fairly large increases in volume of business, but most other specialty stores lost ground and decreases ran as high as 31 per cent for jewellery stores. Sizable reductions in dollar sales of the apparel trades were apparent. In British Columbia, apparel trades did not experience the same reductions as elsewhere, and the increases for certain other trades such as country general stores, variety stores and hardware stores were more substantial than in other areas.

Chain candy stores reported an increase of 12 per cent in sales for March, 1947 over the same month a year ago, and were up by 11 per cent in the quarterly comparison. Sales of furriers increased 12 per cent in March of this year over last.

Department Store Sales for Selected Departments

Department store sales of all types of merchandise were higher in March this year than last and, for certain departments such as home furnishings, household appliances, radio and music, and stationery, increases exceeded 20 per cent. Sales of food departments have been expanding steadily in recent months and the gain reached 15 per cent in March, the price factor doubtless accounting for much of this increase. Gains were considerably reduced in March for the apparel, footwear, furniture and hardware departments.

The quarterly comparison of sales by departments is included in this issue.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	March, 1947 Compared With						Jan.-Mar., 1947 Compared With							
	March, 1947			March, 1946			Jan.-Mar., 1946							
	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
GENERAL INDEX	+ 90.3	+21.8	+ 6.1	- 1	+ 8	+ 5	+ 7	+11	+ 9.3	+ 3	+12	+10	+ 8	+12
General Merchandise Group:														
Country General Stores	+ 87.8	+18.1	+ 5.6	+ 1	+ 4	+ 5	+ 8	+15	+ 7.2	+ 6	+ 8	+ 9	+ 6	+11
Department Stores	+123.8	+31.7	+12.4	+ 9	+18	+10	+13	+14	+15.9	+ 9	+23	+16	+15	+15
Variety Stores	+ 71.9	+22.4	+ 4.1	- 9	+ 8	+ 3	+ 3	+15	+ 7.2	- 2	+11	+ 7	+ 5	+13
Food Group:														
Food Stores	+ 69.3	+15.2	+ 6.8	+ 1	+ 7	+ 8	+ 6	+ 9	+ 8.6	+ 3	+ 9	+ 9	+ 8	+ 9
Restaurants	+ 79.6	+11.8	- 2.3	- 9	- 4	- 1	- 4	+ 4	+ 0.4	- 7	(a)	+ 1	- 2	+ 6
Clothing Group:														
Family Clothing Stores	+118.1	+34.7	- 2.4	-16	+ 1	- 4	- 5	+16	+ 6.4	- 1	+ 9	+ 6	+ 4	+13
Men's Clothing Stores	+111.8	+33.2	+ 0.7	-18	+ 8	(a)	- 3	+14	+ 4.3	-12	+13	+ 6	- 6	+10
Women's Clothing Stores	+116.7	+46.0	- 2.1	- 3	+ 3	- 7	(a)	+12	+ 8.5	+ 5	+12	+ 6	+ 6	+19
Shoe Stores	+ 93.5	+57.8	-13.5	-16	-11	-18	-18	+ 6	- 1.2	- 2	(a)	- 3	- 5	+ 6
Household and Personal Effects Group:														
Drug Stores	+ 70.5	+10.2	+ 5.6	- 1	+ 6	+ 5	+ 9	+ 8	+ 4.2	- 1	+ 4	+ 4	+ 5	+ 7
Furniture Stores	+ 84.5	+21.8	+12.8	+12	+20	+14	- 2	+ 4	+17.3	+20	+25	+18	(a)	+11
Hardware Stores	+143.8	+26.7	+ 7.9	+ 8	+15	+ 1	+ 7	+19	+12.7	+13	+19	+11	+ 8	+18
Jewellery Stores (b).....	+ 77.8	+14.3	-12.7	-31	+10	-18	-17	-13	- 8.0	-19	+10	-13	-13	- 7
Radio and Electrical Stores	+125.9	+15.5	+40.6	+37	+35	+46	+39	+37	+50.6	+53	+45	+57	+41	+57

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

March, 1946 and March, 1947⁽¹⁾

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	March, 1946	March, 1947	% Change, 1947/1946
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	41,320,211	46,354,357	+12.2
1. Women's dresses, coats and suits	5,424,558	5,765,206	+ 6.3
2. Girls' and infants' wear	1,951,499	2,112,326	+ 8.2
3. Hosiery and gloves	1,439,692	1,602,143	+11.3
4. Lingerie and corsets	1,531,641	1,702,535	+11.2
5. Millinery	564,331	617,017	+ 9.3
6. Women's and children's apparel - (Total, 1-5) ..	10,911,721	11,799,227	+ 8.1
7. Men's and boys' clothing and furnishings	4,665,922	5,106,848	+ 9.4
8. Drugs and toilet articles and preparations ...	1,007,800	1,029,859	+ 2.2
9. Piece goods	3,230,946	3,703,433	+14.6
10. Smallwares	1,306,616	1,525,354	+16.7
11. Food and kindred products	2,895,144	3,326,096	+14.9
12. Furniture (including mattresses and springs) .	2,808,961	3,105,476	+10.6
13. Home furnishings	2,915,531	3,620,354	+24.2
14. Household appliances and electrical supplies .	1,096,891	1,579,168	+44.0
15. Hardware and kitchen utensils	2,112,806	2,253,827	+ 6.7
16. Radios, musical instruments and supplies	558,077	848,733	+52.1
17. Shoes and other footwear	2,948,965	3,117,138	+ 5.7
18. Stationery, books and magazines	612,299	743,823	+21.5
19. All other departments, total	4,248,532	4,595,021	+ 8.2

(1) Revised since publication of the preliminary report on department store sales.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1945	194.3	201.9	158.2	179.6	200.5	215.5	208.6	234.4
March, 1946	210.3	229.2	168.9	197.3	222.2	258.7	199.9	247.4
February, 1947	183.2	233.4	151.1	203.0	189.7	252.2	169.9	251.6
March, 1947	223.2	238.6	178.4	209.3	249.8	274.5	208.0	255.1

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1945	201.2	188.3	196.0	196.4	217.1	228.6	207.0	218.8
March, 1946	213.5	197.6	209.7	213.7	229.3	278.1	220.9	262.1
February, 1947	198.0	215.6	183.3	207.5	166.1	256.7	167.0	265.8
March, 1947	228.1	215.0	204.9	209.4	223.8	252.0	222.4	242.4

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1945	259.5	260.7	226.0	243.2	188.4	186.5	144.0	166.5
March, 1946	253.8	302.8	215.2	284.6	199.7	200.9	195.9	224.9
February, 1947	170.2	270.8	117.9	199.4	191.4	212.3	181.4	232.5
March, 1947	248.5	275.8	186.1	227.1	210.9	212.8	221.0	254.6

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1945	167.4	230.1	204.3	267.2	111.7	130.4
March, 1946	217.7	300.4	220.9	288.9	191.3	223.3
February, 1947	185.3	339.5	168.8	242.4	232.8	301.7
March, 1947	234.8	321.6	192.9	252.2	269.0	314.0

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
March, 1941	123.2	94.1	115.9	156.0	129.6	162.9	105.1
March, 1946	235.7	189.3	263.5	230.4	227.7	250.2	264.4
February, 1947	196.9	179.7	188.2	176.1	211.6	201.1	186.8
March, 1947	233.3	191.4	287.6	210.3	229.6	228.5	222.9
Quebec							
March, 1941	121.6	104.1	116.1	122.2	137.7	115.5	105.9
March, 1946	217.9	182.7	253.2	233.6	219.0	208.2	261.1
February, 1947	186.0	148.3	204.9	199.7	203.3	182.5	174.7
March, 1947	235.7	189.4	297.7	251.9	234.9	199.8	263.4
Ontario							
March, 1941	120.8	97.0	112.1	117.5	139.3	114.8	106.6
March, 1946	203.9	165.3	202.4	186.2	211.4	203.4	190.7
February, 1947	181.5	152.7	193.4	158.9	197.4	180.6	136.8
March, 1947	214.7	173.1	223.2	192.4	227.9	201.3	183.2
Prairie Provinces							
March, 1941	102.9	85.2	104.3	116.2	118.5	106.5	85.2
March, 1946	204.6	151.2	224.5	191.7	205.5	221.3	240.3
February, 1947	172.7	137.0	174.2	158.5	186.2	182.5	190.9
March, 1947	218.8	162.8	252.6	197.2	217.5	212.7	228.9
British Columbia							
March, 1941	117.3	90.8	119.6	105.6	121.0	96.0	100.7
March, 1946	211.0	178.1	221.5	152.0	202.1	195.4	189.2
February, 1947	196.3	164.5	196.9	150.6	186.4	186.0	183.9
March, 1947	234.6	205.0	251.8	174.8	220.4	202.4	218.7

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
128.5	123.0	96.4	138.3	110.7	87.4	145.3	130.9
288.1	285.0	239.0	229.7	264.0	205.6	324.4	190.7
193.2	200.5	142.0	211.5	236.3	167.3	237.3	256.5
237.7	275.4	200.2	226.5	296.6	222.2	225.4	261.0
Quebec							
100.4	105.9	85.2	126.0	126.2	103.5	103.3	123.8
197.7	229.6	199.0	202.3	173.4	221.8	195.7	210.4
137.8	149.1	88.7	194.9	160.3	195.7	156.8	250.8
213.1	235.3	177.0	214.0	208.8	255.4	215.8	283.2
Ontario							
110.6	115.5	99.2	124.9	122.0	93.2	110.7	116.0
226.1	272.1	214.7	187.5	182.0	198.1	203.9	162.0
167.6	176.3	110.9	179.9	179.2	159.9	161.7	203.6
225.8	252.9	177.0	197.0	207.0	199.9	167.1	237.1
Prairie Provinces							
90.6	110.1	95.2	115.3	97.1	88.3	102.1	118.3
220.2	233.1	213.5	204.3	229.8	231.3	267.0	246.4
169.5	160.5	129.4	192.7	185.8	194.5	171.8	269.7
214.3	233.8	175.2	222.3	224.5	246.4	220.8	342.9
British Columbia							
89.1	138.9	117.0	116.8	115.3	123.8	93.9	119.3
202.9	246.1	249.9	230.4	258.5	278.7	221.2	206.2
222.8	201.2	218.0	230.8	226.0	276.5	177.6	264.3
230.2	274.4	264.2	247.7	268.4	330.3	191.8	283.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-Mar., 1946 and Jan.-Mar., 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as total department store sales.

	Jan.-Mar., 1946	Jan.-Mar., 1947	% Change, 1947/1946
	\$	\$	
TOTAL SALES, ALL DEPARTMENTS	94,913,677	109,688,265	+15.6
1. Women's dresses, coats and suits	11,026,077	12,556,839	+13.9
2. Girls' and infants' wear	3,608,527	4,043,178	+12.0
3. Hosiery and gloves	3,334,409	3,955,839	+18.6
4. Lingerie and corsets	3,703,539	4,107,860	+10.9
5. Millinery	1,005,295	1,097,888	+ 9.2
6. Women's and children's apparel - (Total, 1-5)	22,677,847	25,761,604	+13.6
7. Men's and boys' clothing and furnishings ...	9,870,816	10,934,411	+10.8
8. Drugs and toilet articles and preparations .	2,733,399	2,828,236	+ 3.5
9. Piece goods	8,350,098	9,705,394	+16.2
10. Smallwares	3,337,459	3,853,629	+15.5
11. Food and kindred products	7,906,170	8,899,906	+12.6
12. Furniture (including mattresses and springs)	6,788,855	7,781,143	+14.6
13. Home furnishings	6,897,081	8,662,840	+25.5
14. Household appliances and electrical supplies	2,603,530	3,824,115	+46.9
15. Hardware and kitchen utensils	4,398,307	5,066,835	+15.2
16. Radios, musical instruments and supplies ...	1,416,499	2,381,551	+68.1
17. Shoes and other footwear	6,034,641	6,707,758	+11.2
18. Stationery, books and magazines	1,762,584	1,920,451	+ 9.0
19. All other departments, total	10,136,391	11,360,392	+12.1

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, APRIL, 1947
(1935-1939=100)

Retail sales in Canada were 6 per cent higher in April than in the same month last year and were fractionally up from the preceding month. Dollar volume of business in the first four months of the year was 8 per cent above that in the similar period of 1946. Unadjusted indexes (on the base, average for 1935-1939=100) stood at 224.5 for April, 1947, 212.0 for April, 1946 and 223.1 for March, 1947.

Ten of the fourteen retail trades represented in the monthly surveys reported higher sales in April this year than last. In most cases the increases were small. Radio and electrical stores had the largest gain in sales, one of 32 per cent. But the most important contributions to the overall increase in sales were made by department stores and food stores, both of which have substantial weights in the index and whose sales gains were 9 and 11 per cent respectively. Jewellery stores showed the only major reduction below last year, their sales falling off 22 per cent. Slight declines were reported for restaurants, ladies' apparel shops and furniture dealers.

Among the general merchandise trades, the sales increases for country general and variety stores were much smaller than those for department stores. Department and variety stores showed fairly uniform increases across the country. General merchants, on the other hand, marked up fair sales gains in the Maritimes, Ontario and British Columbia, while no change from last year occurred in Quebec and the Prairie Provinces.

Grocery, combination and meat store sales gained appreciably in all sections. Restaurant sales held close to last year's volume in all but the Maritimes where a sharp decline was recorded.

On the whole, the apparel trades did about the same amount of business in April this year as in the same month a year ago, although men's wear stores managed to obtain an increase of about 5 per cent on the strength of gains in Quebec and Ontario. In the Prairie Provinces, sales were down for all apparel classifications.

There has been a sharp contraction in the rate of expansion in sales of certain durable goods stores. Thus, hardware business was up only 4 per cent and furniture store sales dropped 3 per cent compared with the April, 1946 volume. Activity of hardware and furniture stores was sustained in the Maritimes to a greater extent than in other regions of the country. Furniture store reductions were most pronounced in western Canada.

Chain candy stores reported a decrease of 9 per cent in sales for April, 1947 over the same month a year ago, and were up by 5 per cent in the January-to-April comparison. Sales of furriers increased 2 per cent in April of this year over last.

Department Store Sales for Selected Departments

In two of the 19 departments for which separate comparisons are obtained, slight decreases in sales occurred for April of this year compared with last. Millinery sales were down 6 per cent, although the total sales of women's apparel advanced 3 per cent over April, 1946. The increase for men's wear was considerably higher, standing at 10 per cent, while shoes and footwear had a moderate increase of 5 per cent. A second decline in sales was that for drugs, toilet articles and preparations which were reduced 3 per cent below the same month of last year. Durable household goods departments continued to mark up substantial gains, with the exception of furniture departments which recorded an increase of only 3 per cent between April of the two years.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	April, 1947 Compared With						Jan.-Apr., 1947 Compared With						
	April March			April, 1946			Jan.-Apr., 1946						
	1941 1947												
	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov. Col.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	
GENERAL INDEX	+70.2	+ 0.6	+ 5.9	+ 3	+ 7	+ 4	+ 6	+ 8.3	+ 3	+ 10	+ 9	+ 7	+ 11
General Merchandise Group:													
Country General Stores	+78.8	+ 8.3	+ 3.3	+ 8	(a)	+ 7	(a)	+ 6.1	+ 6	+ 5	+ 8	+ 4	+ 11
Department Stores	+76.1	+ 6.8	+ 9.1	+ 6	+ 13	+ 10	+ 9	+ 13.9	+ 8	+ 20	+ 14	+ 13	+ 13
Variety Stores	+56.8	+ 7.8	+ 1.6	- 1	+ 2	+ 3	+ 1	+ 5.6	- 2	+ 8	+ 6	+ 4	+ 9
Food Group:													
Food Stores	+70.7	+ 1.1	+ 10.8	+ 6	+ 13	+ 12	+ 7	+ 9.2	+ 4	+ 10	+ 10	+ 8	+ 9
Restaurants	+76.1	+ 0.2	- 0.9	- 10	+ 1	- 2	+ 1	+ 0.1	- 8	+ 1	(a)	- 1	+ 5
Clothing Group:													
Family Clothing Stores	+62.6	+ 14.1	+ 0.9	- 5	+ 1	+ 5	- 3	+ 4.5	- 2	+ 6	+ 6	+ 2	+ 8
Men's Clothing Stores	+58.1	+ 5.5	+ 4.6	- 12	+ 12	+ 7	- 2	+ 4.1	- 13	+ 12	+ 6	- 4	+ 8
Women's Clothing Stores	+51.7	+ 3.7	- 0.6	- 1	+ 5	- 1	- 8	+ 5.7	+ 3	+ 10	+ 4	+ 2	+ 13
Shoe Stores	+46.2	+ 16.2	+ 0.1	+ 5	(a)	+ 2	- 8	- 0.8	(a)	(a)	- 1	- 5	+ 1
Household and Personal Effects Group:													
Drug Stores	+66.7	+ 4.2	+ 1.9	- 2	+ 6	+ 2	+ 1	+ 3.6	- 1	+ 4	+ 4	+ 4	+ 5
Furniture Stores	+53.0	+ 0.2	- 3.1	+ 9	- 3	+ 1	- 12	+ 10.6	+ 17	+ 14	+ 13	- 4	+ 3
Hardware Stores	+95.3	+ 13.8	+ 4.2	+ 10	+ 2	+ 3	+ 6	+ 10.1	+ 11	+ 13	+ 9	+ 7	+ 15
Jewellery Stores (b)	+69.1	+ 0.2	- 21.9	- 25	- 19	- 22	- 21	- 12.3	- 20	(a)	- 16	- 15	- 13
Radio and Electrical Stores	+81.3	- 1.1	+ 31.8	+ 26	+ 16	+ 41	+ 22	+ 45.1	+ 40	+ 36	+ 53	+ 34	+ 56

(a) Change of less than 0.1 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

April, 1946 and April, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)
	April, 1946	April, 1947	% Change, 1947/1946	% Change, Mar.31,1947 Mar.31,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	39,620,972	43,381,410	+ 9.5	+43.3
1. Women's dresses, coats and suits ...	4,926,498	5,016,173	+ 1.8	+11.6
2. Girls' and infants' wear	1,668,350	1,748,726	+ 4.8	+45.1
3. Hosiery and gloves	1,498,813	1,512,693	+ 0.9	+65.2
4. Lingerie and corsets	1,439,046	1,549,296	+ 7.7	+71.2
5. Millinery	688,389	650,369	- 5.5	+20.2
6. Women's and children's apparel - (Total, 1-5)	10,221,096	10,477,257	+ 2.5	+30.4
7. Men's and boys' clothing and furnishings	4,242,481	4,672,275	+10.1	+74.8
8. Drugs and toilet articles and preparations	974,559	949,411	- 2.6	+ 9.2
9. Piece goods	2,704,271	3,127,374	+15.6	+54.1
10. Smallwares	1,291,789	1,439,909	+11.5	+13.4
11. Food and kindred products	2,964,901	3,293,671	+11.1	+30.6
12. Furniture (including mattresses and springs).....	2,962,182	3,062,272	+ 3.4	+85.2
13. Home furnishings	2,857,541	3,510,343	+22.8	+59.9
14. Household appliances and electrical supplies	1,082,283	1,489,100	+37.6	+86.1
15. Hardware and kitchen utensils	2,056,768	2,335,376	+13.5	+48.2
16. Radios, musical instruments and supplies	457,465	700,545	+53.1	+197.1
17. Shoes and other footwear	2,868,084	3,005,662	+ 4.8	+27.4
18. Stationery, books and magazines	614,853	716,185	+16.5	+12.0
19. All other departments, total	4,322,699	4,602,030	+ 6.5	+27.5

(*) Please observe that these comparisons are based on the inventory situation at the beginning of April in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1945	174.7	179.7	160.7	178.9	164.8	171.7	179.5	212.9
April, 1946	212.0	211.6	187.3	202.2	213.3	207.4	221.3	242.2
March, 1947	223.1	238.5	178.6	209.5	249.9	274.6	208.7	255.9
April, 1947	224.5	229.0	193.5	209.6	232.8	238.7	224.9	251.9

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.8	165.4
April, 1945	181.6	185.3	192.4	195.9	184.7	172.8	166.9	160.9
April, 1946	203.7	211.4	207.5	208.4	252.3	213.7	221.7	196.3
March, 1947	228.3	215.2	205.2	209.7	223.1	251.2	219.8	239.5
April, 1947	225.7	235.1	205.7	205.9	254.6	229.6	231.9	221.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1945	200.1	175.7	179.2	161.2	174.8	184.0	158.9	146.8
April, 1946	259.6	202.9	215.9	173.5	198.0	205.7	225.9	209.5
March, 1947	248.9	276.3	185.9	226.9	210.6	212.5	219.2	252.5
April, 1947	258.0	213.8	216.1	185.7	201.7	210.2	218.8	205.4

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
April, 1941	137.6	135.0	112.8	137.0	146.8	149.7
April, 1943	148.5	145.6	160.3	194.7	116.9	119.2
April, 1945	192.0	187.5	187.1	227.2	108.9	111.1
April, 1946	257.9	251.9	244.3	296.6	202.0	206.0
March, 1947	236.2	323.5	191.1	250.0	269.1	314.1
April, 1947	268.8	268.0	190.8	231.7	266.2	271.5

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Depart- ment	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
April, 1941	138.1	133.6	144.2	184.1	124.3	164.3	156.9
April, 1946	232.9	194.8	239.6	244.4	214.9	248.6	296.9
March, 1947	233.3	192.4	287.6	213.7	229.2	230.9	224.6
April, 1947	238.7	209.9	253.1	241.6	227.7	224.3	280.9
Quebec							
April, 1941	139.8	117.9	143.0	149.2	135.0	118.2	177.2
April, 1946	222.1	204.0	238.3	262.5	209.1	206.3	282.0
March, 1947	235.4	190.2	297.7	252.2	235.2	201.0	260.0
April, 1947	238.0	204.1	268.2	267.7	236.1	208.8	286.0
Ontario							
April, 1941	136.3	111.2	137.3	137.6	135.8	117.2	156.8
April, 1946	202.8	169.2	203.4	201.8	200.9	203.5	206.7
March, 1947	214.8	172.8	223.4	193.0	227.8	200.6	184.6
April, 1947	217.5	181.1	222.9	207.4	224.5	200.1	217.6
Prairie Provinces							
April, 1941	117.8	102.5	121.4	140.0	119.6	112.2	128.7
April, 1946	211.6	186.0	207.2	222.1	197.1	212.3	275.4
March, 1947	218.4	162.5	252.6	197.3	217.9	211.2	230.4
April, 1947	213.6	186.6	224.9	223.1	211.0	214.0	268.4
British Columbia							
April, 1941	122.8	105.2	121.7	117.7	131.8	95.8	115.2
April, 1946	212.8	179.9	215.1	176.6	196.9	194.5	216.0
March, 1947	235.0	205.1	251.8	174.9	222.1	206.9	213.1
April, 1947	225.2	199.8	230.4	176.6	215.9	196.7	214.5

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
184.0	195.3	159.3	141.1	154.6	119.4	154.7	150.4
288.5	341.3	229.8	228.2	279.9	234.1	303.6	246.2
234.9	272.8	200.1	227.7	298.4	217.7	227.6	233.6
252.9	339.2	241.6	224.0	305.8	258.3	227.5	309.7
Quebec							
150.0	172.4	145.7	117.7	161.9	156.2	120.7	150.3
207.7	235.1	197.4	196.7	217.2	266.7	263.7	228.5
207.6	238.3	175.3	214.0	203.3	254.1	213.9	285.8
232.9	245.7	197.4	207.7	210.1	272.7	213.7	264.7
Ontario							
153.2	176.0	150.5	120.7	138.2	134.7	110.3	145.7
215.8	264.1	209.1	183.5	207.2	226.2	220.5	162.2
223.6	251.9	179.0	196.7	207.4	204.0	165.4	241.7
230.8	260.9	214.1	186.4	208.3	232.9	171.0	228.9
Prairie Provinces							
121.5	147.5	144.0	119.8	108.8	128.6	96.5	134.7
242.7	257.9	246.4	210.2	254.6	288.3	261.2	282.0
215.7	234.2	177.2	221.1	221.4	247.4	218.9	337.5
238.5	238.4	227.8	212.2	224.5	305.0	206.1	344.4
British Columbia							
107.1	156.5	132.9	115.6	116.2	138.7	98.8	158.5
204.4	273.0	268.4	234.4	272.4	323.6	239.2	196.4
228.2	276.1	254.4	247.4	269.5	333.5	188.1	277.2
206.3	273.0	252.4	235.5	226.3	343.0	177.7	309.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, MAY, 1947
(1935-1939=100)

Retail trade in Canada for May, as measured by the composite index for fourteen kinds of business, increased 14 per cent over May, 1946 and was up 11 per cent above April, 1947. The increase over May, 1946 was the largest in any month of this year over last, following gains of 13 per cent in January, 10 per cent in February and 6 per cent in both March and April. Sales to the end of May were 10 per cent higher than the corresponding five-month period of last year. Unadjusted indexes (on the base, 1935-1939=100) stood at 248.0 for May, 1947, 217.1 for May, 1946 and 224.3 for April, 1947.

Sales were uniformly higher in several of the various trades, increases falling between 13 and 19 per cent for nine of the fourteen kinds of business represented. This group contained the general merchandise trades, food stores, apparel stores and furniture stores. Increases for hardware and drug stores were somewhat smaller, being 10 and 6 per cent respectively. Restaurant receipts continued to approximate last year's level, sales declining by only 1 per cent in May. The series of sharp declines which jewellery stores have shown in recent months was halted in May when sales fell only 6 per cent below May, 1946 business. While radio and electrical stores continued to record increases in excess of those enjoyed by other kinds of business, smaller percentage gains are shown in recent months than have heretofore been experienced, but this is a natural consequence of the relatively higher sales volumes over which these increases are being obtained. May results show an increase of 23 per cent for the trade, a figure which compares with a sales increase of 40 per cent for the first five months of the year.

Department stores, of which the sales increase of 19 per cent in May was second only to that of radio and electrical stores, continued their expansion at a more rapid rate than did other types of stores in the general merchandise group. Nevertheless, increases of 13 per cent for country general stores and 14 per cent for variety stores represent substantial advances over the increases which these two trades recorded in earlier months of the year.

Food stores reported sales 17 per cent higher in May this year compared with the same month of 1946. The May increase was much larger than those recorded in earlier months of the year and the margin of increase over 1946 stands at 11 per cent as of May 31.

The apparel trades had scarcely maintained 1946 dollar volume in the two preceding months, but marked up substantial increases in May. All three of the clothing trades had sales increases which were slightly in excess of the average gain for all trades, while the increase for shoe stores amounted to 13 per cent.

Furniture stores moved well ahead of May business last year with an increase of 17 per cent, in contrast to the decline recorded for this trade in April. Hardware dealers reported sales volume 10 per cent above May a year ago, the increase being similar to the average for the year to date.

Chain candy stores reported a decrease of 2 per cent in sales for May, 1947 compared with May, 1946. The January-to-May comparison shows a 3 per cent increase for this trade. Retail furriers' sales were 2 per cent lower in May this year compared with last.

Regional Trends In Retail Trade

All sections of the country reported increases in retail trade for May this year over last, the largest being those for Quebec and Ontario. Smallest among the regional increases was one of 8 per cent in the Maritime Provinces, where clothing stores, restaurants and hardware stores reported results which deviated considerably from those of similar stores in other areas. In western Canada the margin of increase for most trades approximated the national average, although variety, food and apparel stores were among those which failed to approach this average.

Department Store Sales for Selected Departments

All of the 19 departments for which separate comparisons are obtained showed increased sales in May, 1947. Among the more outstanding increases, apart from the continuing large gains for household durables, were those for men's wear and food, both of which were slightly more than 20 per cent.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price charges.)

Kind of Business	May, 1947 Compared With						Jan.-May, 1947 Compared With						
	May, 1946						Jan.-May, 1946						
	CAN.		Mar. Prov.	Que.	Ont.	Pr. Prov. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+14.2	+8	+15	+17	+12	+13	+75.8	+10.6	+9.6	+12	+11	+8	+11
General Merchandise Group:													
Country General Stores	+13.2	+10	+9	+18	+15	+14	+89.6	+24.1	+7.9	+6	+11	+7	+12
Department Stores	+18.8	+15	+22	+19	+19	+19	+84.7	+6.6	+15.0	+20	+15	+14	+14
Variety Stores	+14.1	+11	+18	+14	+9	+10	+58.3	+12.2	+7.7	+11	+8	+5	+9
Food Group:													
Food Stores	+16.6	+10	+17	+21	+11	+12	+69.1	+10.5	+10.7	+12	+12	+9	+10
Restaurants	-1.3	-8	(a)	-1	-2	-2	+71.8	+1.0	-0.2	+1	(a)	-1	+4
Clothing Group:													
Family Clothing Stores	+15.9	-1	+20	+25	+11	+5	+90.7	+8.5	+7.3	+10	+10	+4	+7
Men's Clothing Stores	+18.0	-3	+20	+26	+7	+14	+81.9	+6.2	+7.1	+14	+10	-2	+9
Women's Clothing Stores	+15.2	+2	+22	+16	+10	+11	+92.7	+5.1	+7.9	+13	+7	+3	+12
Shoe Stores	+13.2	+10	+16	+18	+6	-3	+66.3	+10.6	+2.6	+4	+4	-3	(a)
Household and Personal Effects Group:													
Drug Stores	+5.8	(a)	+8	+7	+5	+3	+67.6	+5.0	+4.0	+5	+4	+4	+5
Furniture Stores	+16.8	+21	+21	+14	-6	+32	+47.7	+18.7	+12.1	+16	+13	-5	+10
Hardware Stores	+9.7	-1	+10	+10	+14	+4	+89.3	+21.8	+10.0	+12	+9	+9	+12
Jewellery Stores (b)	-5.5	-13	-1	-6	-10	+2	+90.6	+27.3	-10.7	(a)	-14	-14	-10
Radio and Electrical Stores	+23.4	+14	+10	+32	+10	+55	+64.9	+2.7	+40.0	+31	+48	+28	+55

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

May, 1946 and May, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)
	May, 1946	May, 1947	% Change, 1947/1946	% Change, Apr. 30, 1947 Apr. 30, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	37,962,025	44,744,362	+17.9	+46.9
1. Women's dresses, coats and suits ...	4,534,173	4,958,369	+ 9.4	+15.4
2. Girls' and infants' wear	1,315,247	1,605,276	+22.1	+40.6
3. Hosiery and gloves	1,287,242	1,483,433	+15.2	+91.5
4. Lingerie and corsets	1,437,308	1,709,401	+18.9	+72.6
5. Millinery	453,771	521,371	+14.9	+ 1.6
6. Women's and children's apparel - (Total, 1-5)	9,027,741	10,277,850	+13.8	+34.6
7. Men's and boys' clothing and furnishings	3,683,060	4,466,975	+21.3	+80.5
8. Drugs and toilet articles and preparations	947,010	1,008,917	+ 6.5	+ 6.5
9. Piece goods	2,819,562	3,261,493	+15.7	+74.4
10. Smallwares	1,236,395	1,392,436	+12.6	+12.5
11. Food and kindred products	2,950,341	3,554,232	+20.5	+27.5
12. Furniture (including mattresses and springs)	2,813,414	3,301,382	+17.3	+93.9
13. Home furnishings	3,052,652	3,798,685	+24.4	+71.2
14. Household appliances and electrical supplies	1,111,884	1,593,101	+43.3	+87.4
15. Hardware and kitchen utensils	2,130,707	2,546,508	+19.5	+47.8
16. Radios, musical instruments and supplies	527,878	691,953	+31.1	+161.7
17. Shoes and other footwear	2,783,472	3,166,637	+13.8	+29.4
18. Stationery, books and magazines	519,946	611,575	+17.6	+10.2
19. All other departments, total	4,357,963	5,072,618	+16.4	+24.2

(*) Please observe that these comparisons are based on the inventory situation at the beginning of May in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted For Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
May, 1941	141.1	133.2	126.9	112.7	134.3	129.2	159.8	159.7
May, 1943	165.3	157.3	162.8	150.4	139.1	138.7	190.0	184.8
May, 1945	182.2	176.1	182.0	168.4	162.8	157.3	192.0	194.9
May, 1946	217.1	208.5	212.6	195.7	208.8	201.7	221.6	224.1
April, 1947	224.3	228.8	193.9	210.2	232.8	238.7	225.4	252.4
May, 1947	248.0	234.3	240.6	215.0	248.1	238.8	252.9	251.7

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
May, 1941	146.8	141.4	121.0	117.3	145.3	138.5	135.4	137.0
May, 1943	176.7	167.1	178.8	177.3	182.1	171.0	162.9	160.5
May, 1945	192.9	190.4	192.1	187.4	189.1	183.9	168.1	174.2
May, 1946	212.9	209.2	210.7	204.9	239.0	231.9	208.7	216.2
April, 1947	224.7	234.1	205.9	206.1	255.3	230.3	232.0	221.2
May, 1947	248.2	238.2	207.9	202.2	277.1	265.7	246.3	252.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
May, 1941	141.1	133.3	143.7	127.0	126.5	126.1	175.7	140.2
May, 1943	181.1	170.4	176.8	150.9	159.3	162.4	149.2	119.1
May, 1945	199.3	191.2	191.1	173.6	178.2	183.5	167.2	135.0
May, 1946	236.0	225.5	211.1	189.5	200.3	204.8	222.1	180.0
April, 1947	258.7	214.4	216.0	185.6	201.9	210.4	218.6	205.2
May, 1947	271.9	256.8	239.0	208.7	212.0	212.0	259.5	207.0

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
May, 1941	172.7	128.3	127.2	141.8	167.0	143.7
May, 1943	175.6	133.0	161.2	186.8	117.0	104.7
May, 1945	204.1	154.6	195.5	217.9	114.3	98.3
May, 1946	298.2	225.0	256.6	286.0	223.1	191.9
April, 1947	268.4	267.5	190.5	231.3	268.1	273.4
May, 1947	327.0	243.9	242.5	270.3	275.3	236.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
May, 1941	154.0	133.4	155.9	200.5	141.0	178.1	151.2
May, 1946	252.7	243.7	249.3	252.2	229.5	264.6	296.9
April, 1947	238.4	210.5	253.1	243.3	226.2	222.4	276.5
May, 1947	272.1	269.0	285.5	280.2	253.2	243.8	292.8
Quebec							
May, 1941	159.4	148.2	143.1	191.1	144.1	121.9	164.4
May, 1946	227.5	241.3	239.4	271.6	210.7	214.6	261.8
April, 1947	238.3	205.2	268.2	267.4	235.8	208.2	288.7
May, 1947	252.4	263.0	290.9	321.7	245.9	215.2	313.5
Ontario							
May, 1941	143.1	132.5	138.2	151.4	150.6	119.4	136.3
May, 1946	204.4	196.9	200.0	200.2	206.2	202.5	189.7
April, 1947	216.9	181.4	222.9	207.9	222.5	199.5	219.2
May, 1947	239.0	231.6	237.0	228.0	248.9	201.3	236.5
Prairie Provinces							
May, 1941	126.7	108.7	122.4	144.9	144.4	118.5	127.4
May, 1946	214.0	189.8	193.2	212.3	226.8	214.1	255.7
April, 1947	219.6	186.1	224.9	223.1	211.3	214.9	266.1
May, 1947	239.8	218.4	230.5	230.5	252.5	210.8	283.3
British Columbia							
May, 1941	130.3	116.8	126.6	118.1	146.4	99.6	125.8
May, 1946	222.9	213.9	214.1	167.4	213.5	199.0	249.4
April, 1947	225.6	199.1	230.4	177.5	216.2	201.2	214.6
May, 1947	251.7	244.7	253.9	183.6	239.6	194.4	262.0

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
174.8	192.7	152.9	140.1	205.6	155.0	183.4	193.1
286.6	358.4	245.5	225.8	316.4	313.8	357.9	268.4
249.9	336.8	239.7	226.1	310.0	258.3	231.0	326.0
277.6	366.0	269.9	225.0	382.7	311.7	312.0	307.1
Quebec							
143.0	146.0	139.2	121.1	213.5	207.9	114.5	200.7
202.4	221.3	192.2	195.0	231.5	320.5	237.6	245.5
231.3	249.9	197.1	207.7	209.9	270.5	215.9	272.4
243.0	268.9	222.8	211.4	279.7	351.9	235.7	269.1
Ontario							
133.0	136.5	145.3	128.3	164.0	174.8	128.6	158.2
195.1	230.1	199.5	188.4	194.8	268.7	247.5	186.5
231.6	262.0	214.4	186.4	205.4	234.3	168.4	230.1
246.6	266.9	236.1	201.0	221.1	295.6	232.0	246.5
Prairie Provinces							
122.8	129.9	147.9	125.4	118.1	146.6	121.7	147.9
227.3	224.5	222.7	208.0	225.5	297.6	281.8	309.4
239.1	238.0	229.4	211.9	222.3	302.7	206.1	340.8
243.9	247.9	235.2	218.8	211.4	339.7	253.9	(c)
British Columbia							
110.2	145.7	137.0	119.3	114.9	145.5	119.6	150.7
203.1	272.7	292.3	244.7	230.4	370.2	237.1	203.0
209.7	264.1	251.2	237.0	236.4	344.1	179.2	303.5
230.7	302.6	283.2	252.6	303.7	386.2	241.6	314.3

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JUNE, 1947
(1935-1939=100)

Retail stores in fourteen trades dealing principally in food, apparel, household equipment and personal effects reported sales averaging 7 per cent higher in June of this year than in June, 1946. Sales were down 6 per cent from May, 1947, but this trend is consistent with the normal seasonal movement from May to June. The increase over June a year ago was a little smaller than the average gain in earlier months of the year. At the close of the first half of this year, sales had established a margin of 9 per cent over the same period of 1946. Unadjusted indexes (on the base, 1935-1939=100) stood at 232.7 for June, 1947, 216.6 for June, 1946 and 247.7 for May, 1947.

Most of the individual trades recorded percentage changes in June which corresponded closely with the percentage changes in the first six months of this year as compared to the same period in 1946. The outstanding exception was that of food stores in which sales advanced only 6 per cent in June as compared with a 10 per cent advance for the year to date. In June, 1946 there were 5 Saturdays, while there were 4 in the same month of this year. This factor accounts for the modified increase in sales of food stores and may also have had similar effects on the June sales comparisons for other types of stores. Men's wear stores also showed a change in June which differed from that in the six-month comparison, but in this instance the June increase of 12 per cent was considerably larger than the gain of 8 per cent shown in the cumulative result. Shoe stores joined restaurants and jewellery stores in recording sales declines from June of last year, but the reductions for the first two of these trades were only fractional.

June sales of department stores were 15 per cent higher in 1947 than in 1946, this gain being identical with that shown in the January-June comparison. Country general and variety store increases, though cut in half from those experienced in the preceding month, were almost on a par with their average gains for the year to date at 6 and 7 per cent respectively.

From January to June, increases for apparel stores were remarkably uniform, at close to 7 per cent, but there was less uniformity in their June increases. A 12 per cent increase for men's clothing stores in June was followed by gains of 7 and 4 per cent for family clothing stores and women's apparel shops. Shoe store sales were practically unchanged in June this year compared with last and have an average gain of only 2 per cent in the cumulative results for six months.

Sales of radio and electrical stores were almost one-third higher in June this year than last. The increase for these continues far above those for other trades. The level of sales volume is currently quite high; higher than for most other trades relative to sales volume in the base period, 1935 to 1939. Furniture store sales in June were 12 per cent higher than in June last year, while June increases for hardware and drug stores were 9 and 3 per cent respectively. The only sizable reduction from June of last year was that for jewellery stores which reported sales 11 per cent lower, a decrease similar to that shown in the cumulative comparison for this trade.

Chain candy stores reported sales 2 per cent lower in June, 1947 compared with June, 1946. Sales averaged 2 per cent higher in the first half of this year compared with the same period of 1946. Retail furriers experienced an 8 per cent decline in sales between June, 1946 and June, 1947.

Regional Trends In Retail Trade

Quebec, Ontario and British Columbia were grouped closely with increases of 9 or 10 per cent in June and with gains of 10 or 11 per cent in the first half of this year compared with last. An increase of 5 per cent for the Prairie Provinces in June shows the largest diminution from results for earlier months of the year, sales in that region averaging 8 per cent higher in the cumulative comparison. June sales in the Maritimes barely exceeded last year's volume by 1 per cent, while sales in that section of the country stood 3 per cent higher in the first six months of the year.

Department Store Sales for Selected Departments

A number of the individual departments of department stores showed sales increases for June which exceeded 20 per cent. Sales of household appliance departments gained 38 per cent in June this year over last, this percentage gain exceeding those for other departments. Among other prominent increases were those for men's wear, food, furniture, home furnishings, and radio and music departments.

Department store sales in the first six months of 1946 and 1947 classified by commodity groups are summarized on Page 8 of this report.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	June, 1947 Compared With						Jan.-June, 1947 Compared With					
	June, 1946						Jan.-June, 1946					
	June, 1946			June, 1947			Jan.-June, 1946			Jan.-June, 1947		
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX.....	+ 7.4	+ 1	+ 9	+ 9	+ 5	+10	+75.4	- 6.1	+ 9.2	+ 3	+11	+10
General Merchandise Group:												
Country General Stores	+ 6.1	+ 2	+ 7	+ 8	+ 4	+14	+84.6	-10.2	+ 7.3	+ 6	+ 6	+10
Department Stores	+15.0	+10	+17	+16	+14	+17	+78.4	-11.0	+15.0	+10	+19	+15
Variety Stores	+ 6.9	+ 2	+ 9	+ 8	+ 6	+ 3	+61.9	- 1.3	+ 7.5	+ 2	+10	+ 8
Food Group:												
Food Stores	+ 5.9	(a)	+ 8	+ 9	+ 1	+ 4	+68.9	- 4.9	+ 9.7	+ 4	+11	+11
Restaurants	- 0.8	- 9	- 1	+ 1	- 2	+ 3	+74.7	+ 0.2	- 0.3	- 8	(a)	(a)
Clothing Group:												
Family Clothing Stores	+ 6.6	- 6	+10	+ 8	+ 4	+ 8	+88.7	- 6.8	+ 7.3	- 3	+10	+10
Men's Clothing Stores	+11.7	- 8	+15	+14	+ 8	+21	+84.8	+ 3.4	+ 7.9	-10	+14	+11
Women's Clothing Stores	+ 4.2	+ 2	+10	+ 1	+ 5	+ 9	+79.4	-12.7	+ 7.3	+ 4	+12	+ 5
Shoe Stores	- 0.2	- 4	- 3	+ 1	+ 2	+ 4	+60.1	+ 7.9	+ 1.9	+ 1	+ 2	+ 3
Household and Personal Effects Group:												
Drug Stores	+ 3.4	- 4	+ 8	+ 3	+ 3	+ 4	+67.1	- 3.2	+ 4.0	- 1	+ 5	+ 4
Furniture Stores	+12.4	+22	+12	+13	- 3	+13	+70.2	-11.3	+12.0	+18	+15	+14
Hardware Stores	+ 9.3	- 2	+14	+10	+ 7	+ 8	+99.8	- 2.5	+ 9.5	+ 5	+12	+ 9
Jewellery Stores (b)	-11.1	-16	- 7	-14	-13	- 2	+75.4	- 4.2	-10.5	-18	- 1	-13
Radio and Electrical Stores	+32.6	+25	+42	+32	+17	+44	+94.4	- 5.4	+39.2	+32	+33	+46

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

June, 1946 and June, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)
	June 1946	June 1947	% Change, 1947/1946	% Change, May 31, 1947 May 31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	34,953,026	40,195,852	+15.0	+42.6
1. Women's dresses, coats and suits ...	4,107,659	4,238,591	+ 3.2	+ 4.7
2. Girls' and infants' wear	1,130,856	1,289,974	+14.1	+26.4
3. Hosiery and gloves	1,140,756	1,233,168	+ 8.1	+79.2
4. Lingerie and corsets	1,380,547	1,535,257	+11.2	+72.0
5. Millinery	341,630	379,839	+11.2	- 1.3
6. Women's and children's apparel - (Total, 1-5)	8,101,448	8,676,829	+ 7.1	+25.2
7. Men's and boys' clothing and furnishings	3,651,172	4,527,386	+24.0	+75.8
8. Drugs and toilet articles and preparations	955,224	962,260	+ 0.7	+ 4.3
9. Piece goods	2,617,256	2,871,240	+ 9.7	+76.2
10. Smallwares	1,165,271	1,262,241	+ 8.3	+ 9.4
11. Food and kindred products	2,605,694	3,134,895	+20.3	+28.7
12. Furniture (including mattresses and springs)	2,427,722	3,060,084	+26.0	+82.3
13. Home furnishings	2,696,848	3,298,418	+22.3	+70.1
14. Household appliances and electrical supplies	1,009,669	1,387,948	+37.5	+87.1
15. Hardware and kitchen utensils	1,860,786	2,131,492	+14.5	+45.9
16. Radios, musical instruments and supplies	458,758	578,524	+26.1	+142.8
17. Shoes and other footwear	2,746,217	2,946,761	+ 7.2	+24.9
18. Stationery, books and magazines	516,487	544,738	+ 5.5	+ 6.7
19. All other departments, total	4,138,474	4,813,036	+16.3	+21.7

(*) Please observe that these comparisons are based on the inventory situation at the beginning of June in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
June, 1941	132.7	134.4	115.8	116.1	123.7	123.1	154.0	154.8
June, 1943	161.0	158.9	153.9	150.6	136.8	130.9	184.3	181.6
June, 1945	197.1	184.7	183.5	172.6	169.1	160.6	212.3	193.9
June, 1946	216.6	210.6	201.6	197.3	191.9	189.5	233.2	220.3
May, 1947	247.7	234.0	238.0	212.7	248.0	238.7	252.7	251.6
June, 1947	232.7	235.1	213.8	215.1	220.7	218.8	249.4	249.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
June, 1941	139.4	145.7	119.3	121.5	137.7	139.1	137.4	134.8
June, 1943	171.7	174.5	176.5	176.7	179.4	176.2	171.9	166.2
June, 1945	211.0	197.2	199.9	199.4	216.5	198.8	212.3	189.5
June, 1946	222.3	216.4	210.1	213.2	243.7	231.0	227.4	209.1
May, 1947	247.6	237.7	208.0	202.3	278.8	267.4	245.6	251.5
June, 1947	235.4	245.1	208.4	212.1	259.8	259.7	253.9	249.5

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
June, 1941	132.9	123.4	160.7	130.4	122.9	133.5	134.7	141.0
June, 1943	174.7	166.0	202.6	163.7	154.2	164.0	118.6	121.2
June, 1945	221.3	199.3	263.2	191.9	184.6	190.6	163.9	159.3
June, 1946	228.9	213.3	257.7	195.7	198.6	209.2	204.0	206.0
May, 1947	273.1	258.0	238.4	208.2	212.2	212.2	258.4	206.2
June, 1947	238.4	231.1	257.3	209.6	205.4	220.8	229.2	239.8

Year and month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
June, 1941	157.7	135.1	134.8	147.8	136.6	148.2
June, 1943	168.9	141.9	167.1	176.3	106.4	111.0
June, 1945	219.1	177.8	232.9	245.7	117.8	122.9
June, 1946	288.4	242.3	266.0	291.7	200.3	217.3
May, 1947	323.3	241.1	246.7	275.0	280.7	241.5
June, 1947	315.1	269.0	236.4	259.3	265.6	288.2

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
June, 1941	143.0	108.2	147.0	196.7	132.3	178.9	140.9
June, 1946	244.3	220.5	209.0	267.4	237.6	257.8	286.4
May, 1947	271.2	262.9	285.5	278.0	253.7	245.0	293.5
June, 1947	245.6	223.8	230.3	272.1	236.6	233.5	268.5
Quebec							
June, 1941	140.0	154.4	129.0	172.3	141.4	117.2	154.4
June, 1946	227.9	226.8	217.3	287.4	220.2	209.0	275.0
May, 1947	261.6	261.6	290.9	320.3	245.4	215.3	314.5
June, 1947	249.4	242.9	253.6	312.8	237.1	207.4	303.4
Ontario							
June, 1941	132.8	114.7	125.2	144.5	136.1	115.1	129.7
June, 1946	204.7	181.1	183.5	211.8	208.2	202.6	197.6
May, 1947	239.0	228.6	236.7	228.6	247.9	200.9	239.1
June, 1947	222.5	195.7	212.0	228.4	226.0	203.6	213.1
Prairie Provinces							
June, 1941	124.0	136.7	114.5	144.0	146.8	124.0	122.8
June, 1946	214.5	187.8	181.4	215.8	250.0	218.8	257.0
May, 1947	239.7	217.0	230.5	230.6	253.1	210.3	282.1
June, 1947	225.7	195.5	206.3	227.8	252.5	213.8	268.2
British Columbia							
June, 1941	128.1	116.9	120.8	118.1	146.2	100.2	122.9
June, 1946	224.2	208.3	204.2	174.5	239.9	200.4	226.2
May, 1947	251.6	240.8	253.9	185.0	238.7	196.9	270.9
June, 1947	246.0	237.8	238.5	179.1	248.8	205.4	244.2

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
173.2	162.6	176.1	133.7	163.5	150.8	170.7	142.0
292.6	302.5	295.7	222.8	290.5	306.2	331.4	245.0
278.9	384.5	270.9	225.0	372.4	310.7	310.2	290.4
269.6	307.1	283.9	212.9	355.1	299.6	278.5	305.0
Quebec							
141.5	141.7	154.3	119.0	138.2	177.2	126.1	132.9
222.1	226.2	239.8	189.4	202.2	309.4	247.4	215.9
241.8	270.7	222.0	211.1	271.9	345.5	236.1	273.3
255.3	247.6	233.0	205.0	226.6	353.4	231.2	305.7
Ontario							
136.6	129.7	165.5	125.5	134.5	161.4	137.0	140.8
222.9	235.5	266.8	189.9	183.7	258.1	258.9	167.2
244.8	266.5	234.0	201.3	229.8	293.8	240.8	252.2
253.6	236.8	269.3	195.5	208.4	283.9	222.9	220.9
Prairie Provinces							
126.0	115.8	162.9	120.7	109.9	139.5	129.9	128.7
230.4	195.0	240.4	208.0	201.6	295.7	295.2	258.8
244.9	250.1	235.5	219.4	212.8	328.7	256.8	360.6
247.6	203.9	244.3	213.9	195.7	315.9	257.3	303.9
British Columbia							
116.0	136.9	138.5	112.7	124.9	138.0	127.2	134.0
205.4	222.8	249.9	230.5	235.8	340.2	255.7	215.6
232.9	301.0	289.3	252.7	290.3	403.4	240.7	309.6
247.6	243.4	260.0	239.8	267.4	368.4	251.4	310.4

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

Jan.-June, 1946 and Jan.-June, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	Jan.-June, 1946	Jan.-June, 1947	% Change, 1947/1946
	\$	\$	
TOTAL, ALL DEPARTMENTS	207,449,700	238,009,889	+14.7
1. Women's dresses, coats and suits	24,594,407	26,769,972	+ 8.8
2. Girls' and infants' wear	7,722,980	8,687,154	+12.5
3. Hosiery and gloves	7,261,220	8,185,133	+12.7
4. Lingerie and corsets	7,960,440	8,901,814	+11.8
5. Millinery	2,489,085	2,649,467	+ 6.4
6. Women's and children's apparel - (Total, 1-5)	50,028,132	55,193,540	+10.3
7. Men's and boys' clothing and furnishings ...	21,447,529	24,601,047	+14.7
8. Drugs and toilet articles and preparations .	5,610,192	5,748,824	+ 2.5
9. Piece goods	16,491,187	18,965,501	+15.0
10. Smallwares	7,030,914	7,948,215	+13.0
11. Food and kindred products	16,427,106	18,882,704	+14.9
12. Furniture (including mattresses and springs)	14,992,173	17,204,881	+14.8
13. Home furnishings	15,504,122	19,270,266	+24.3
14. Household appliances and electrical supplies	5,807,366	8,294,264	+42.8
15. Hardware and kitchen utensils	10,446,568	12,080,211	+15.6
16. Radios, musical instruments and supplies ...	2,860,600	4,352,573	+52.2
17. Shoes and other footwear	14,434,414	15,826,818	+ 9.6
18. Stationery, books and magazines	3,413,870	3,792,949	+11.1
19. All other departments, total	22,955,527	25,848,076	+12.6

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

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MONTHLY INDEXES OF RETAIL SALES IN CANADA, JULY, 1947
(1935-1939=100)

Retail trade in Canada was 11 per cent higher in July, 1947 than in July, 1946. This increase was the third highest of the year, having been exceeded only in January and May when gains of 13 and 14 per cent were recorded. Sales in the first seven months of this year averaged 9 1/2 per cent greater than in the same period of last year. Although July sales declined 7 per cent from June, this reduction was not excessive since there is normally a downward seasonal movement between these two months. Unadjusted indexes (on the base, 1935-1939=100) stood at 217.1 for July, 1947, 195.7 for July, 1946 and 232.9 for June, 1947.

Sales were higher in July this year than last for thirteen of the fourteen trades represented in this series. Jewellery stores, which reported a sales decline of 13 per cent in July, have been experiencing reductions in sales throughout the greater part of this year. Their sales averaged 11 per cent lower for the seven-month period ending in July.

The percentage increase in sales of radio and electrical stores continues to exceed that for all other trades by a wide margin. July sales were 33 per cent higher this year than last, while the average gain for the year to date was 38 per cent.

Men's wear stores and department stores ranked next to radio and electrical stores with increases in July of 20 and 19 per cent respectively. The gain reported for men's clothing stores in July is particularly outstanding in the light of more moderate advances recorded by this trade in all earlier months of the year. Sales of men's clothing stores in the first seven months of this year were 9 per cent greater than in the similar period of 1946.

Among other prominent increases were those for furniture stores, family clothing stores and food stores, which had respective increases of 15, 13 and 11 per cent in July this year over a year ago. The increases for furniture and food stores were consistent with gains which these two trades obtained in earlier months of the year, but that for family clothing stores was somewhat higher than the 8 per cent increase for these stores in the seven-month comparison for this year and last.

Increases for other trades ranged downwards from 10 per cent for variety and shoe stores to 2 per cent for restaurants. In most instances, the average trend for earlier months of the year was sustained, although shoe stores improved considerably on their 3 per cent increase in the cumulative comparison.

Price 10 cents

Chain candy stores reported sales 8 per cent lower in July, 1947 compared with July, 1946. Sales were unchanged in the first seven months of this year compared with last. Retail fur stores reported sales 1 per cent higher in July this year compared with last.

Regional Trends In Retail Trade

Ontario led other regions in July with a sales increase of 14 per cent over July a year ago. British Columbia and Quebec followed closely with gains of 13 and 12 per cent. Increases recorded for the Prairie Provinces and the Maritime Provinces were 9 and 3 per cent respectively. For the first seven months of this year, increases in Quebec, Ontario and British Columbia were uniform at 11 per cent, while sales in the Prairie Provinces were up 8 per cent and in the Maritime Provinces, 3 per cent.

Department Store Sales for Selected Departments

The more prominent sales increases for individual departments in July were those for men's wear (25%), food (27%), home furnishings (29%), and household appliances (42%). Increases for men's wear departments have been much higher in the last two months than in the earlier part of the year. Large increases for food departments are also a comparatively recent development. Increases for most of the durable household goods departments continue near or above the average gain for all departments but have been diminishing in size in recent months. This is particularly true of radio departments whose sales increase of 18 per cent in July was much smaller than gains recorded throughout much of the post-war period.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	July, 1947 Compared With						Jan.-July, 1947 Compared With						
	July, 1947						Jan.-July, 1946						
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	
GENERAL INDEX	+10.9	+ 3	+12	+14	+ 9	+13	+74.4	- 6.8	+ 9.5	+11	+11	+ 8	+11
General Merchandise Group:													
Country General Stores	+ 7.7	+ 5	+ 7	+ 9	+ 6	+17	+78.7	+ 4.4	+ 7.5	+ 7	+10	+ 6	+13
Department Stores	+18.5	+ 8	+20	+20	+18	+19	+85.1	-14.2	+15.4	+10	+15	+15	+15
Variety Stores	+ 9.5	+ 5	+13	+10	+ 5	+ 5	+60.1	- 2.4	+ 7.9	+ 2	+11	+ 8	+ 8
Food Group:													
Food Stores	+11.3	+ 3	+11	+15	+ 8	+11	+64.7	- 6.7	+10.1	+ 4	+11	+12	+ 9
Restaurants	+ 1.8	- 7	+ 2	+ 2	+ 4	+ 5	+70.3	+ 7.4	(a)	- 8	+ 1	(a)	+ 4
Clothing Group:													
Family Clothing Stores	+13.4	+ 6	+21	+12	+ 4	+17	+97.4	-11.7	+ 8.2	- 2	+12	+10	+ 9
Men's Clothing Stores	+19.5	+ 2	+25	+22	+12	+27	+85.1	-17.8	+ 9.3	- 8	+15	+12	+13
Women's Clothing Stores	+ 7.5	+13	+20	+ 2	+ 5	+ 7	+80.1	-16.7	+ 7.4	+ 5	+13	+ 5	+11
Shoe Stores	+ 9.6	+ 8	+ 8	+ 8	+17	+13	+79.3	-18.7	+ 2.9	+ 2	+ 3	+ 1	+ 3
Household and Personal Effects Group:													
Drug Stores	+ 4.9	(a)	+ 6	+ 5	+ 3	+ 9	+65.4	+ 2.5	+ 4.1	- 1	+ 6	+ 4	+ 6
Furniture Stores	+14.8	- 1	+ 8	+35	-13	+13	+88.2	- 7.1	+12.5	+15	+14	- 5	+ 9
Hardware Stores	+ 7.9	(a)	+12	+10	+ 6	+ 4	+92.8	- 6.3	+ 9.2	+ 5	+12	+ 9	+11
Jewellery Stores (b)	-12.7	-22	- 9	-15	-13	(a)	+64.9	- 6.4	-10.9	-18	- 3	-13	- 7
Radio and Electrical Stores	+32.7	(c)	+26	+47	+18	+39	+83.2	- 4.4	+38.4	(c)	+31	+26	+51

(a) Less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

July, 1946 and July, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	July 1946	July 1947	% Change, 1947/1946	% Change, June 30, 1947 June 30, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	28,369,370	33,411,853	+17.8	+33.3
1. Women's dresses, coats and suits ...	2,884,062	3,156,390	+ 9.4	-14.6
2. Girls' and infants' wear	808,298	953,456	+18.0	+21.1
3. Hosiery and gloves	945,615	939,252	- 0.7	+53.8
4. Lingerie and corsets	1,074,279	1,209,661	+12.6	+63.0
5. Millinery	191,881	215,233	+12.2	+ 0.7
6. Women's and children's apparel - (Total, 1-5)	5,904,135	6,473,992	+ 9.7	+11.0
7. Men's and boys' clothing and furnishings	2,738,143	3,419,097	+24.9	+56.9
8. Drugs and toilet articles and preparations	912,450	973,264	+ 6.7	+ 0.5
9. Piece goods	2,245,042	2,574,234	+14.7	+69.2
10. Smallwares	1,021,954	1,126,629	+10.2	+ 4.7
11. Food and kindred products	2,387,393	3,019,764	+26.5	+29.1
12. Furniture (including mattresses and springs)	1,950,254	2,300,142	+17.9	+63.1
13. Home furnishings	2,239,506	2,881,913	+28.7	+76.1
14. Household appliances and electrical supplies	872,538	1,241,420	+42.3	+69.4
15. Hardware and kitchen utensils	1,534,705	1,753,583	+14.3	+34.9
16. Radios, musical instruments and supplies	440,243	518,711	+17.8	+123.7
17. Shoes and other footwear	1,935,153	2,091,271	+ 8.1	+16.6
18. Stationery, books and magazines	447,499	479,398	+ 7.1	- 3.3
19. All other departments, total	3,740,355	4,558,385	+21.9	+14.4

(*) Please observe that these comparisons are based on the inventory situation at the beginning of July in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
July, 1946	195.7	212.4	208.9	195.6	159.7	207.0	222.5	225.9
June, 1947	232.9	235.3	215.5	216.8	220.4	218.5	249.7	250.1
July, 1947	217.1	236.1	225.0	210.6	189.2	245.3	243.7	246.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
July, 1946	196.9	204.2	220.8	209.8	204.1	240.0	172.6	213.6
June, 1947	234.8	244.4	209.3	213.1	262.2	262.1	250.9	246.6
July, 1947	219.1	226.3	224.8	212.9	231.4	271.5	206.2	255.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
July, 1946	186.5	223.6	189.3	211.3	201.3	207.2	188.7	245.4
June, 1947	240.6	233.3	255.0	207.8	206.0	221.4	233.1	243.8
July, 1947	200.5	239.5	207.4	228.6	211.2	217.4	216.6	282.8

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
July, 1946	273.2	248.3	250.8	296.3	193.1	222.9
June, 1947	314.6	268.6	234.0	256.7	268.2	291.0
July, 1947	294.8	267.0	219.0	258.8	256.3	295.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
July, 1941	142.7	120.1	127.5	196.2	137.8	199.4	120.8
July, 1946	233.3	226.1	175.9	253.5	237.0	292.7	233.2
June, 1947	245.6	224.2	230.6	272.3	235.8	237.0	264.6
July, 1947	239.2	237.1	169.7	266.4	244.0	273.0	246.9
Quebec							
July, 1941	123.8	148.0	97.4	160.7	121.3	127.3	124.3
July, 1946	191.3	231.6	163.9	256.5	175.0	215.6	213.5
June, 1947	249.6	251.6	253.6	312.9	236.1	206.5	310.0
July, 1947	214.2	248.4	197.3	289.4	194.4	219.5	257.6
Ontario							
July, 1941	122.5	121.5	97.8	143.1	134.6	123.7	109.5
July, 1946	183.4	207.7	148.8	204.9	188.2	205.0	175.0
June, 1947	222.4	195.3	211.2	228.4	225.0	203.5	217.1
July, 1947	208.2	226.5	178.3	225.8	217.0	208.0	195.3
Prairie Provinces							
July, 1941	121.1	111.3	97.1	152.0	148.6	141.8	109.8
July, 1946	204.2	190.1	154.5	225.7	240.5	240.0	222.3
June, 1947	225.7	194.7	206.3	228.2	252.9	218.2	263.5
July, 1947	221.8	201.8	183.0	237.7	258.7	250.3	232.1
British Columbia							
July, 1941	128.3	116.7	119.1	128.6	136.8	119.2	130.5
July, 1946	210.7	196.6	192.9	177.6	205.4	218.3	218.9
June, 1947	247.5	237.8	238.8	181.7	249.9	206.8	242.5
July, 1947	238.7	229.8	229.5	186.8	227.6	228.8	255.9

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Radio and Jewellery Electrical	
Maritime Provinces							
164.4	131.6	138.7	145.8	145.8	160.4	189.5	151.5
240.7	222.7	236.3	224.8	297.1	294.0	332.5	280.2
268.6	303.9	279.9	214.8	346.6	309.5	284.5	302.8
245.3	251.6	255.5	224.4	293.4	294.2	257.9	(c)
Quebec							
112.7	108.2	107.1	121.7	106.8	172.7	120.4	141.5
154.5	157.9	155.6	192.2	178.6	290.4	221.9	205.5
242.3	254.6	231.6	205.9	231.8	348.7	223.9	295.5
192.5	190.0	167.5	204.4	192.7	323.9	202.9	259.8
Ontario							
102.4	109.4	111.3	128.3	118.0	149.9	132.1	130.7
164.5	196.1	192.8	190.1	161.4	241.8	244.5	152.8
255.4	237.2	265.4	194.6	213.5	284.6	221.7	228.5
201.1	200.5	208.9	199.8	218.1	264.9	206.9	225.2
Prairie Provinces							
106.0	106.0	122.0	126.7	106.1	137.6	127.8	141.7
192.2	186.3	197.3	213.5	201.9	283.3	269.1	251.4
243.4	208.6	238.8	215.6	198.7	310.9	254.1	306.9
214.5	194.6	231.4	220.6	176.5	299.0	233.4	296.6
British Columbia							
117.2	129.4	140.3	125.1	119.7	145.0	133.3	169.3
179.0	202.9	229.2	241.8	252.2	331.9	265.5	229.8
247.8	240.1	269.0	245.6	271.1	379.9	250.4	318.5
226.8	217.0	259.6	263.6	283.6	346.2	265.2	318.4

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

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RETAIL SALES

August, 1947
(1935-1939=100)

General Index Up 4% from August, 1946

In 14 lines of the retail trade, mainly clothing, food, and household goods outlets, August sales were 4% above the 1946 August index. While this increase was the smallest in any month of 1947 over corresponding months of last year, it should be interpreted in the light of the abnormally high figure in August, 1946 when sales rose 20% above the previous year as compared to the twelve-month average (1946/1945) of about 14%.

The general index of sales in the first eight months of 1947 stood at 9% above that for the same period a year ago.

Three Trades Showed Recession from August, 1946 Level

Sales in three store types--jewellery, women's clothing and hardware stores--fell below last year's level. The 12% decrease in jewellery sales continued the trend in that month which, in the first eight months of 1947, fell off 11% from last year's figure. While the decrease in hardware store sales was slightly less than 1%, that in women's clothing was more pronounced--7%--as compared to a January-to-August period increase of 6% over 1946 sales. The decrease in women's apparel sales was particularly heavy in Ontario where the August index fell 15% below last year. Unusually heavy sales volume in the latter trade during August, 1946 may partially account for the recession in sales in August of this year.

Food Indexes Steady

Despite the influence of the high sales level in August, 1946, the restaurant trade moved up 3 1/2% over the same month of last year; a slight upward swing from the 1/2% increase accumulated in the first eight months of the year. August sales in food stores were 7% above last year as compared to a 10% increase in the January-August period.

General Merchandise Sales Approximate General Index

Both country general and department stores showed an increase of 4% in August sales. The latter figure indicates a more distinct tendency to level off than the former, since for the first eight months

Price 10 cents

department store sales were 14% above 1946 while those in country general stores were up 7%. August sales in variety stores showed little change from last year.

In department stores increases for the various departments were confined to food and home equipment departments. A decline of 11% in women's apparel was the sharpest reduction recorded. Radio and music departments, which have heretofore shown extensive sales gains, fell off 9% in August this year compared with August, 1946.

Sales in Apparel Stores

Depressed sales in women's clothing sales during August were accompanied by a slight up swing in men's apparel sales which stood 10% above August, 1946, a figure close to the trend during the earlier months of 1947. Sales in family clothing and shoe stores showed little movement.

Sales of durable goods outlets were somewhat variable, the decrease in jewellery and hardware store receipts being noted above. As had been the case for more than a year, radio and electrical sales indexes out stripped those for other store types. The August increase was 13% as compared to a 35% increase in the first eight months of the year.

While the August increase in furniture store receipts was 4%, an unusual movement took place in British Columbia where sales soared 29% over August, 1946. The 3% increase in drug receipts during August varied little from the January-to-August trend of 4%.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	August, 1947 Compared With						Jan.-August, 1947 Compared With						
	August, 1946					July 1947	Jan.-Aug., 1946						
	Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Col.	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+ 4.1	+ 1	+ 4	+ 4	+ 4	+ 9	+ \$5.6	+ 3.1	+ 8.7	+ 3	+ 10	+ 7	+ 11
General Merchandise Group:													
Country General Stores	+ 4.0	+ 3	+ 4	+ 6	+ 2	+ 10	+ 73.9	+ 1.7	+ 7.0	+ 6	+ 7	+ 9	+ 12
Department Stores	+ 4.0	- 1	+ 2	- 2	+ 12	+ 10	+ 70.3	+ 8.2	+ 13.9	+ 8	+ 17	+ 13	+ 15
Variety Stores	+ 0.2	(a)	+ 6	- 2	- 4	- 1	+ 48.1	- 3.9	+ 6.8	+ 2	+ 10	+ 7	+ 7
Food Group:													
Food Stores	+ 7.3	+ 2	+ 7	+ 9	+ 6	+ 9	+ \$0.5	+ 7.0	+ 9.7	+ 3	+ 11	+ 12	+ 9
Restaurants	+ 3.5	- 5	+ 2	+ 3	- 3	+ 2	+ \$6.3	+ 4.1	+ 0.5	- 8	+ 1	+ 1 (a)	+ 4
Clothing Group:													
Family Clothing Stores	+ 1.0	+ 5	(a)	(a)	- 4	+ 13	+ \$6.0	- 5.4	+ 7.5	- 1	+ 11	+ 9	+ 10
Men's Clothing Stores	+ 9.9	+ 15	+ 7	+ 7	+ 13	+ 20	+ 76.2	- 3.0	+ 9.4	- 6	+ 14	+ 12	+ 14
Women's Clothing Stores	- 7.0	+ 8	- 1	- 15	- 4	+ 4	+ \$4.0	- 8.6	+ 5.8	+ 5	+ 12	+ 3	+ 10
Shoe Stores	+ 6.6	+ 1	+ 1	(a)	+ 9	- 4	+ 71.2	- 2.7	+ 2.5	+ 2	+ 3	+ 3	+ 2
Household and Personal Effects Group:													
Drug Stores	+ 3.4	(a)	+ 6	+ 5	(a)	+ 2	+ \$2.5	+ 1.5	+ 1.1	- 1	+ 5	+ 4	+ 5
Furniture Stores	+ 3.9	(a)	(c)	(c)	- 9	+ 29	+ \$6.4	+ 0.9	+ 5	+ 12 (c)	(c)	- 5	+ 12
Hardware Stores	- 0.8	- 1	- 2	+ 3	- 6	+ 5	+ 79.8	- 7.2	+ 7.8	+ 4	+ 10	+ 3	+ 10
Jewellery Stores (b)	- 11.9	- 14	- 9	- 14	- 9	- 10	+ \$5.5	+ 7.6	- 11.0	- 18	- 4	- 14	- 8
Radio and Electrical Stores	+ 12.9	- 3	+ 4	+ 21	+ 3	+ 30	+ 76.0	- 4.0	+ 34.8	+ 22	+ 28	+ 43	+ 48

(a) Less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

August, 1946 and August, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	August 1946	August 1947	% Change 1947/1946	% Change, July 31, 1947 July 31, 1946
TOTAL, ALL DEPARTMENTS	39,230,910	38,918,284	+ 1.9	+24.2
1. Women's dresses, coats and suits ...	3,926,732	3,426,967	-12.7	-23.1
2. Girls' and infants' wear	1,535,719	1,504,005	- 5.1	+17.5
3. Hosiery and gloves	1,246,066	995,168	-20.1	+37.3
4. Lingerie and corsets	1,362,409	1,344,717	- 1.3	+49.1
5. Millinery	371,981	324,242	-12.8	- 5.9
6. Women's and children's apparel - (Total, 1-5)	8,492,903	7,595,999	-10.6	+ 2.6
7. Men's and boys' clothing and furnishings	3,712,624	3,492,257	- 5.9	+40.5
8. Drugs and toilet articles and preparations	904,646	862,366	- 4.7	- 1.9
9. Piece goods	2,888,816	2,773,455	- 4.0	+62.8
10. Smallwares	1,229,467	1,177,923	- 4.2	+ 3.2
11. Food and kindred products	2,573,243	3,044,541	+18.3	+32.0
12. Furniture (including mattresses and springs)	2,673,389	3,131,234	+17.1	+46.8
13. Home furnishings	2,684,412	3,119,795	+16.2	+63.6
14. Household appliances and electrical supplies	1,114,201	1,397,379	+25.4	+55.3
15. Hardware and kitchen utensils	1,561,409	1,599,249	+ 2.4	+27.0
16. Radios, musical instruments and supplies	607,805	553,934	- 8.9	+78.8
17. Shoes and other footwear	2,278,473	2,220,041	- 2.6	+ 7.0
18. Stationery, books and magazines	599,180	567,016	- 5.4	- 8.5
19. All other departments, total	3,340,042	4,384,066	+11.3	+ 7.3

(*) Please observe that these comparisons are based on the inventory situation at the beginning of August in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
Aug., 1941.....	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
Aug., 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
Aug., 1945	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
Aug., 1946	215.0	220.8	219.9	196.5	197.2	232.2	234.9	233.3
July, 1947	217.1	236.1	224.9	210.5	189.4	245.5	244.8	247.5
Aug., 1947	223.9	237.0	228.8	211.4	205.0	250.6	235.3	240.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
Aug., 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
Aug., 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
Aug., 1945	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
Aug., 1946	218.3	215.5	225.9	207.2	219.3	251.8	181.5	227.2
July, 1947	219.0	226.2	224.5	212.6	234.1	274.8	205.7	254.7
Aug., 1947	234.3	238.0	233.7	217.9	221.5	261.9	199.5	256.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
Aug., 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
Aug., 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
Aug., 1945	166.7	212.5	176.8	202.2	180.8	181.2	137.9	134.8
Aug., 1946	198.2	240.9	199.6	211.3	207.9	203.7	204.0	190.6
July, 1947	201.6	240.8	206.2	227.3	211.9	218.1	210.0	274.1
Aug., 1947	184.3	231.5	200.7	218.6	215.0	214.0	211.9	203.9

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
Aug., 1941	152.7	145.4	151.3	163.0	140.2	159.9
Aug., 1943	154.8	147.4	175.1	188.7	102.0	116.3
Aug., 1945	204.0	190.6	235.6	244.5	112.9	124.0
Aug., 1946	276.9	250.2	267.0	277.1	218.5	240.0
July, 1947	295.8	267.9	218.6	258.3	257.1	296.6
Aug., 1947	274.6	257.5	235.3	253.6	246.7	281.3

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Depart- ment	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
August, 1941	161.5	128.1	187.2	207.4	160.8	215.1	118.8
August, 1946	245.1	231.3	225.2	270.3	239.7	283.4	232.5
July, 1947	240.1	239.4	189.7	267.8	242.9	273.6	250.3
August, 1947	247.6	238.8	228.9	270.4	243.3	268.8	243.8
Quebec							
August, 1941	182.7	144.2	120.1	170.9	181.1	138.5	128.3
August, 1946	207.8	225.7	212.3	269.6	193.7	221.2	219.0
July, 1947	214.4	249.3	196.4	289.5	194.4	219.2	259.3
August, 1947	216.4	234.1	218.1	285.6	208.1	226.0	219.8
Ontario							
August, 1941	184.0	181.4	121.7	150.5	145.8	186.3	113.3
August, 1946	202.3	206.9	186.3	216.6	210.1	218.7	200.8
July, 1947	207.6	225.6	178.1	227.2	216.4	207.1	198.2
August, 1947	213.4	218.8	182.3	211.9	229.2	232.6	201.7
Prairie Provinces							
August, 1941	162.5	188.8	107.0	141.8	171.0	159.0	104.7
August, 1946	228.6	218.4	185.7	232.8	274.4	233.0	242.7
July, 1947	222.1	201.4	183.0	238.0	259.8	250.0	237.6
August, 1947	238.6	227.3	227.7	222.9	290.2	240.7	252.0
British Columbia							
August, 1941	140.8	122.4	155.0	107.1	156.3	123.4	134.4
August, 1946	235.7	224.2	225.8	194.6	234.0	219.2	241.2
July, 1947	239.5	226.9	232.4	190.3	228.9	229.9	256.4
August, 1947	256.2	246.4	247.4	192.1	254.7	222.6	272.3

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
156.3	150.1	130.2	151.4	145.1	155.0	221.3	155 3
214.5	255.2	238.9	240.9	306.4	299.2	362.2	286 9
246.3	253.3	255.3	225.3	292.5	294.5	255.0	289 4
245.6	276.1	241.0	240.5	306.5	297.1	311.0	279 4
Quebec							
116.9	120.0	118.1	126.3	117.8	168.9	143.7	132 6
166.4	166.4	166.4	199.0	193.7	289.7	235.6	245 9
191.0	189.0	166.7	207.6	192.7	325.6	203.2	263 5
178.4	164.2	168.0	211.5	(c)	283.6	213.4	256 2
Ontario							
108.5	119.7	111.4	132.5	143.4	145.9	145.9	132 5
179.3	205.1	196.6	193.6	173.6	236.2	251.7	175 5
200.9	204.2	207.3	199.5	200.0	266.5	207.2	225.0
192.3	175.4	196.3	202.5	(c)	242.8	216.2	211 7
Prairie Provinces							
92.8	105.1	119.8	132.3	132.4	151.4	149.5	163 7
187.3	200.9	203.1	222.3	230.3	306.0	295.2	277 8
214.6	192.3	232.0	222.0	182.3	298.9	232.7	295.3
212.0	193.1	221.8	222.8	209.4	287.7	267.5	285 3
British Columbia							
121.5	128.6	130.6	128.5	164.4	136.4	147.0	151.6
200.0	224.3	284.4	253.2	273.2	337.4	305.2	242.2
225.7	216.3	257.0	262.2	284.5	345.8	261.5	318.9
240.0	233.9	271.9	258.3	352.1	352.6	275.6	314 3

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

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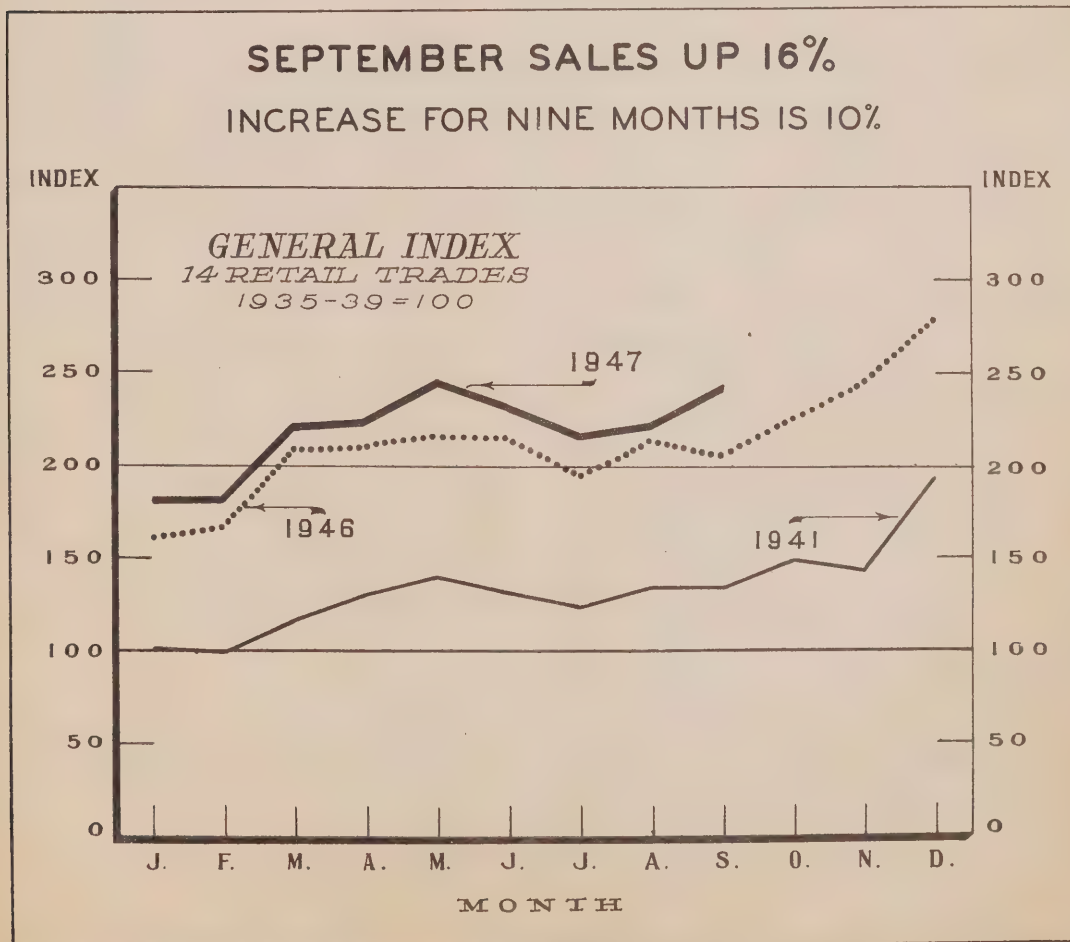
RETAIL SALES

SEPTEMBER 1947

Increase Over 1946 Widens in September

Retail stores in Canada increased sales 16% in September this year compared with last. This gain was larger than that for any other month of 1947. The average margin of increase for the first nine months of this year over last was 10%. Sales moved 8% above August, 1947 volume. Fourteen trades, chiefly concerned with the distribution of food, apparel, household equipment and personal effects, are represented in this monthly retail trade series.

Unadjusted general indexes of dollar sales (on the base, 1935 to 1939 = 100) were as follows: 241.6 for September, 1947, 207.8 for September, 1946 and 223.9 for August, 1947.



Indexes are not adjusted for seasonal variation

Series MR-1

Department Store Volume Expands Further

An increase of 20% for department stores in September featured results for the general merchandise group of stores. Rural trading, measured by the sales trend for general merchants in small communities, kept pace with the upturn in sales of other types of retail outlets with sales 16% higher in September. Cumulative increases for these trades in the nine-months' comparisons were on a somewhat smaller scale than those for September.

Price Rise Affects Shoe Sales

One highlight of the September results was a 30% increase in sales of shoe stores. Announcement of a forthcoming price rise about the middle of September created an urgent public demand for footwear. September activity was in sharp contrast with the rather even tenor of business in earlier months of the year, sales at the end of September showing a gain of only 6% over the first nine months of 1946. Apparel stores enjoyed considerably higher sales than in September a year ago, but failed to equal the average increase for retail trade as a whole.

Increases for Durables Among Highest

An increase of 24% for radio and electrical stores in September ranked highest among gains for the various trades, although somewhat reduced from the average increase of 34% for the first nine months of the year. Considerable fluctuation has been apparent in the furniture store increases this year, but the September sales gain of 18% was among the largest recorded during 1947. Hardware trading was more buoyant in September than it had been since early in the year, sales being up 16% in September and 9% in cumulative results.

Only Candy and Jewellery Store Sales Decline From September, 1946

- Chain candy firms reported sales down 12% from September last year and off 4% in the January-to-September comparison.
- A 2% decrease in jewellery store sales was smaller than declines for most other months of this year.
- Food store sales, up 20% in September, had their highest increase of the year.
- Restaurant receipts remained close to the 1946 level.
- Retail fur stores, after experiencing a rather indifferent trade throughout most of this year, marked up an impressive 23% gain in September.

Ontario Has Largest Regional Gain

All sections of the country reported substantially higher retail trade in September this year compared with September a year ago. Ontario led other regions with a gain of 20%, but was closely followed by British Columbia and Quebec with gains of 18% and 17%.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	September, 1947 Compared With						Jan.-Sept., 1947 Compared With								
	September, 1946						Jan.-Sept., 1946								
	Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	Can.	Marit. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.			
	%	%	%	%	%	%	%	%	%	%	%	%			
GENERAL INDEX	+16.3	+ 9	+17	+20	+12	+18	+78.4	+ 7.9	+ 9.6	+ 4	+11	+11	+ 8	+12	
General Merchandise Group:															
Country General Stores	+16.2	+19	+19	+18	+13	+19	+77.4	- 3.7	+ 8.0	+ 7	+ 8	+10	+ 6	+13	
Department Stores	+20.4	+10	+24	+23	+17	+25	+107.7	+40.4	+14.8	+ 8	+18	+14	+15	+16	
Variety Stores	+12.0	+ 3	+19	+14	- 1	+ 5	+60.7	+ 3.6	+ 7.5	+ 2	+11	+ 8	+ 3	+ 7	
Food Group:															
Food Stores	+19.9	+11	+15	+27	+16	+21	+65.3	- 5.7	+10.8	+ 4	+11	+13	+ 8	+10	
Restaurants	+ 2.7	- 3	+ 5	+ 5	- 3	+ 4	+62.3	- 7.3	+ 0.7	- 7	+ 1	+ 1	(a)	+ 4	
Clothing Group:															
Family Clothing Stores	+14.1	+ 6	+21	+15	+ 2	+23	+89.3	+12.3	+ 8.2	(a)	+12	+10	+ 3	+11	
Men's Clothing Stores	+11.7	(a)	+14	+14	+ 3	+21	+84.8	+20.6	+ 9.5	- 5	+13	+12	+ 3	+15	
Women's Clothing Stores	+ 8.9	+ 8	+23	+ 4	+ 5	+ 9	+78.3	+30.3	+ 6.1	+ 6	+13	+ 3	+ 3	+10	
Shoe Stores	+29.6	+12	+29	+32	+42	+25	+100.2	+30.2	+ 5.8	+ 3	+ 6	+ 6	+ 7	+ 5	
Household and Personal Effects Group:															
Drug Stores	+ 6.9	+ 3	+10	+ 9	+ 3	+ 5	+64.1	- 0.6	+ 4.4	- 1	+ 6	+ 5	+ 3	+ 5	
Furniture Stores	+17.6	+16	+ 7	+38	(a)	+10	+68.5	+ 8.7	+11.7	+13	+10	+17	- 4	+12	
Hardware Stores	+15.5	+21	+24	+21	+ 3	+ 7	+89.5	+ 9.4	+ 8.6	+ 6	+12	+10	+ 5	+10	
Jewellery Stores (b)	- 2.1	- 1	+ 3	- 3	- 6	- 1	+58.4	- 1.0	-10.0	-16	- 3	-13	-12	- 6	
Radio and Electrical Stores	+23.9	+11	+ 7	+32	+23	+39	+93.8	+21.5	+33.5	+21	+25	+42	+23	+47	

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

September, 1946 and September, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)
	Sept. 1946	Sept. 1947	% Change, 1947/1946	% Change, Aug. 31, 1947 Aug. 31, 1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	44,782,306	53,755,698	+20.0	+27.0
1. Women's dresses, coats and suits ...	5,119,584	5,675,006	+10.8	- 9.7
2. Girls' and infants' wear	2,615,836	3,134,054	+19.8	+19.8
3. Hosiery and gloves	1,808,870	1,925,955	+ 6.5	+29.4
4. Lingerie and corsets	1,761,134	2,057,884	+16.8	+53.0
5. Millinery	645,060	731,024	+13.3	-11.1
6. Women's and children's apparel - (Total, 1-5)	11,950,484	13,523,923	+13.2	+ 9.5
7. Men's and boys' clothing and furnishings	5,879,810	7,028,147	+19.5	+50.5
8. Drugs and toilet articles and preparations	958,281	995,022	+ 3.8	- 7.2
9. Piece goods	3,629,935	4,138,437	+14.0	+66.4
10. Smallwares	1,551,816	1,717,683	+10.7	+10.1
11. Food and kindred products	2,414,291	3,395,229	+40.6	+28.4
12. Furniture (including mattresses and springs)	2,911,285	3,373,318	+15.9	+43.1
13. Home furnishings	3,071,346	3,867,540	+25.9	+62.2
14. Household appliances and electrical supplies	1,382,564	2,115,398	+53.0	+55.3
15. Hardware and kitchen utensils	1,648,030	1,979,488	+20.1	+25.9
16. Radios, musical instruments and supplies	777,488	875,147	+12.6	+66.1
17. Shoes and other footwear	3,839,226	4,544,768	+36.1	+15.4
18. Stationery, books and magazines	837,159	890,271	+ 6.3	- 9.8
19. All other departments, total	4,430,889	5,311,327	+19.9	+ 9.5

(*) Please observe that these comparisons are based on the inventory situation at the beginning of September in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
September, 1941	135.4	135.4	124.1	115.9	138.6	136.6	152.3	162.6
September, 1943	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1945	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
September, 1946	207.8	214.0	189.4	181.8	239.1	244.5	218.5	240.1
August, 1947	223.9	237.0	228.6	211.1	205.0	250.7	236.3	241.6
September, 1947	241.6	241.0	220.1	204.5	287.9	282.6	244.7	261.3

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
September, 1941	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1943	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1945	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
September, 1946	184.3	196.6	210.3	206.0	217.9	244.5	212.5	231.2
August, 1947	234.3	238.1	232.9	217.1	221.5	261.9	196.8	252.6
September, 1947	221.0	229.1	216.0	208.6	248.7	270.6	237.3	250.9

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1941	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1943	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1945	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
September, 1946	220.8	242.6	202.5	196.1	200.2	202.5	197.0	177.6
August, 1947	184.5	231.7	201.6	219.6	215.3	214.4	212.9	204.9
September, 1947	240.4	255.7	262.5	249.0	214.0	213.6	231.4	201.1

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
September, 1941	157.4	133.8	147.6	163.6	156.9	140.4
September, 1943	155.3	134.7	174.7	193.6	114.7	102.6
September, 1945	212.1	184.7	215.1	248.4	125.9	117.4
September, 1946	258.1	228.5	238.7	275.7	245.5	228.8
August, 1947	272.6	255.6	236.2	254.5	250.2	285.3
September, 1947	298.2	254.5	233.8	259.3	304.1	272.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
September, 1941 ...	150.8	117.6	149.7	202.1	147.4	191.4	132.5
September, 1946 ...	232.0	189.6	275.4	259.0	217.5	249.7	222.5
August, 1947	247.5	238.1	223.9	273.1	242.8	262.9	247.5
September, 1947 ...	253.8	224.2	259.7	267.4	240.8	241.1	235.7
Quebec							
September, 1941 ...	132.3	125.9	140.6	162.7	126.1	132.3	135.0
September, 1946 ...	201.2	176.7	268.2	254.8	170.8	212.6	219.5
August, 1947	215.8	235.8	216.1	285.2	207.9	225.9	221.2
September, 1947 ...	234.8	209.4	332.8	302.7	196.3	222.5	265.5
Ontario							
September, 1941 ...	134.5	120.9	136.2	141.3	132.0	133.7	126.1
September, 1946 ...	193.6	172.5	210.8	196.7	175.6	203.8	187.7
August, 1947	210.5	219.3	182.6	212.9	229.8	231.1	202.0
September, 1947 ...	232.8	203.1	259.2	224.6	223.1	214.0	215.3
Prairie Provinces							
September, 1941 ...	136.7	129.6	131.7	148.9	146.0	129.1	131.9
September, 1946 ...	232.0	207.9	252.0	222.2	216.7	213.3	274.3
August, 1947	237.7	221.2	207.7	223.0	239.3	240.7	228.3
September, 1947 ...	259.1	234.4	294.0	221.2	251.7	207.0	279.3
British Columbia							
September, 1941 ...	135.5	118.5	147.5	132.3	134.1	109.0	136.6
September, 1946 ...	222.3	190.9	247.4	179.2	188.0	204.1	229.3
August, 1947	256.3	246.3	247.8	196.1	254.7	224.1	265.9
September, 1947 ...	263.0	227.2	303.0	188.9	227.2	212.1	282.2

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
157.9	154.4	148.5	143.9	160.7	159.3	200.4	177.3
226.8	257.2	229.8	217.4	252.9	250.7	299.1	274.6
243.7	277.2	240.2	241.3	310.7	294.8	306.9	290.9
225.8	278.9	257.8	223.0	294.1	303.3	296.4	305.6
Quebec							
122.5	128.8	110.0	127.2	129.7	169.6	132.9	155.2
183.4	189.6	165.4	195.5	201.2	269.1	211.6	285.5
173.7	163.2	171.2	213.5	179.1	283.2	218.5	260.7
208.3	234.0	212.9	214.4	214.5	333.4	217.9	306.3
Ontario							
124.5	133.2	136.5	129.4	139.7	154.1	150.7	151.5
207.8	233.6	202.4	186.1	162.2	219.5	234.4	206.0
191.1	176.8	195.7	202.5	195.6	239.7	213.7	213.7
237.2	241.7	267.2	202.1	223.4	264.8	226.5	272.8
Prairie Provinces							
136.3	132.5	139.6	132.3	139.2	153.0	143.2	173.9
269.2	208.5	224.4	213.5	220.8	294.9	263.7	288.0
207.3	194.1	222.4	222.5	209.4	287.1	262.1	288.2
277.8	219.6	318.1	219.3	220.3	304.1	247.0	353.0
British Columbia							
128.5	155.7	145.8	127.6	136.5	147.0	138.1	152.6
224.5	246.6	276.4	251.3	267.7	316.0	245.7	266.2
238.0	230.0	275.8	257.6	348.5	346.1	293.8	319.6
271.7	267.6	346.4	264.9	294.9	366.7	242.7	370.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-September, 1946 and January-September, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

Department	SALES		
	Jan.-Sept. 1946	Jan.-Sept. 1947	% Change, 1947/1946
	\$	\$	
TOTAL, ALL DEPARTMENTS	315,862,186	361,095,724	+14.3
1. Women's dresses, coats and suits ...	36,524,785	39,028,335	+ 6.9
2. Girls' and infants' wear	12,732,981	14,279,569	+12.1
3. Hosiery and gloves	11,261,770	12,045,508	+ 7.0
4. Lingerie and corsets	12,158,261	13,514,076	+11.2
5. Millinery	3,698,007	3,919,966	+ 6.0
6. Women's and children's apparel - (Total, 1-5)	76,375,654	82,787,454	+ 8.4
7. Men's and boys' clothing and furnishings	33,778,106	38,540,548	+14.1
8. Drugs and toilet articles and preparations	8,385,769	8,579,476	+ 2.3
9. Piece goods	25,254,980	28,451,677	+12.7
10. Smallwares	10,834,151	11,970,450	+10.5
11. Food and kindred products	23,802,033	28,342,238	+19.1
12. Furniture (including mattresses and springs)	22,527,101	26,009,575	+15.5
13. Home furnishings	23,499,386	29,139,534	+24.0
14. Household appliances and electrical supplies	9,176,669	13,048,461	+42.2
15. Hardware and kitchen utensils	15,190,712	17,411,531	+14.6
16. Radios, musical instruments and supplies	4,686,136	6,300,365	+34.4
17. Shoes and other footwear	21,987,268	24,682,898	+12.3
18. Stationery, books and magazines	5,297,708	5,729,634	+ 8.2
19. All other departments, total	35,066,513	40,101,883	+14.4

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
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RETAIL SALES

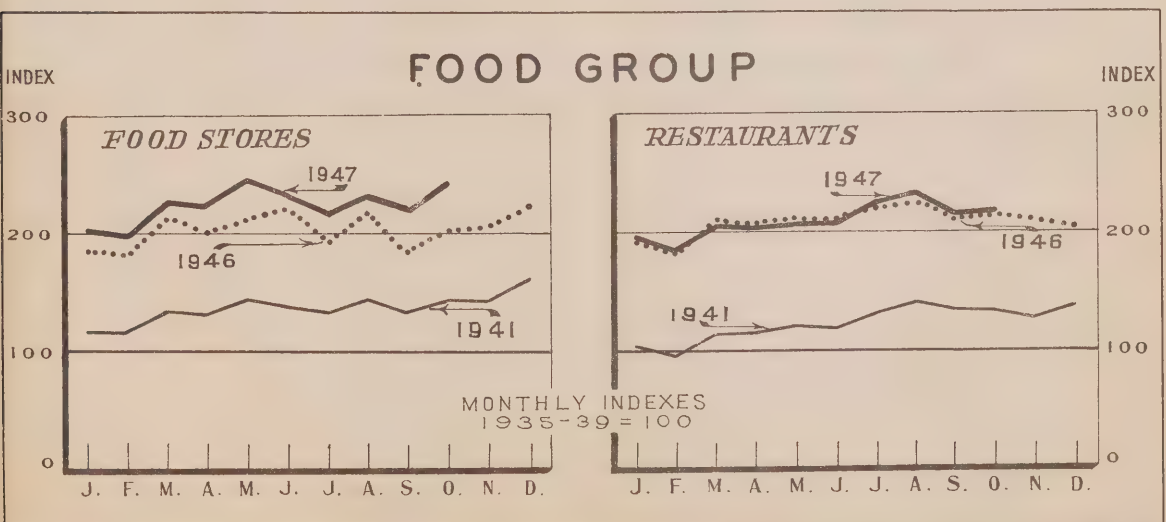
OCTOBER 1947

Retail Sales Gain 12% in October

Sales of retail merchants in Canada continued upward through October, advancing 5% beyond September volume. A gain of 12% in October, 1947 over October, 1946, while reduced from the 16% increase recorded in the September comparison, was nevertheless greater than the average gain for earlier months of this year. Sales to the end of October this year exceeded those in the same ten months of 1946 by 10%. Unadjusted general indexes (on the base, 1935 to 1939 = 100) were as follows: 254.1 for October, 1947, 227.2 for October, 1946, and 241.2 for September, 1947.

Consumers Spend More On Food

Food stores have been absorbing an increasing proportion of consumer expenditures in recent months. October results show an increase of 20% over October, 1946, the second largest among those for the various trades and surpassed only by the 24% gain for radio and electrical stores. The accelerated rate of increase in food prices of late has been partly responsible. Sales of grocery and meat stores increased by 12% in the first ten months of this year compared with last. In contrast with the marked expansion in sales of food stores are the comparatively minor gains being shown by restaurants, which have barely maintained the 1946 level throughout most of this year. This has been the experience throughout most parts of the country. Trends for these two segments of the food group are reproduced in the following charts:



Clothing Increases Reduced

Increases in the apparel trades were quite moderate in October this year compared with last, and in all categories falling within this group there was a uniformity in the degree of their increases which ranged between 2% and 6%. In contrast, 13% for men's apparel in British Columbia and one of 17% for women's wear in Quebec were clearly outstanding compared with the results for other sections of the country. In cumulative comparisons for the ten-month periods of this year and last, increases for the apparel group fell short of those for retail trade as a whole.

Candy and Jewellery Sales Lower Than Last Year

Patterns established in earlier months of the year were generally reflected in October comparisons for most other kinds of retail business.

- * Chain candy firms reported sales 12% lower in October and 5% lower for the ten-month period of this year compared with 1946.
- * Jewellery store sales declined 6% in October, a smaller reduction than that for most earlier months of this year.
- * Furniture and hardware gains remained steady at 15% and 17%.
- * Increases for the "General Merchandise" group of stores were within reach of the average result for all trades, amounting to 12% for department stores, 10% for country general stores and 7% for variety stores in October.
- * Sales of retail furriers were 6% above October, 1946 volume.

Sales Increases Smaller in Maritimes and Prairies Than Elsewhere

Ontario had the largest increase in October, the general index of sales for fourteen trades standing 15% above that for October a year ago. The Maritime Provinces and Prairie Provinces marked up increases of 7% and 9%, while Quebec and British Columbia held closer to the average 12% increase for the country as a whole.

In results for the first ten months of the year, Quebec, Ontario and British Columbia were closely grouped with gains of 11% or 12% over last year. The increase in the Prairie Provinces was 8% and in the Maritime Provinces, 4%.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business

(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	October, 1947 Compared With						Jan.-Oct., 1947 Compared With						
	October, 1946						Jan.-Oct., 1946						
	Oct. 1941			CANADA			Oct. 1947			Jan.-Oct., 1947			
	Can. %	Marit. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	Can. %	Marit. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	
GENERAL INDEX	+11.8	+ 7	+12	+15	+ 9	+13	+69.7	+ 5.3	+ 9.8	+ 4	+11	+ 8	+12
General Merchandise Group:													
Country General Stores	+ 9.6	+10	+12	+11	+ 7	+13	+71.6	+ 0.3	+ 8.1	+ 7	+10	+ 6	+13
Department Stores	+12.4	+12	+ 8	+14	+12	+12	+79.0	- 0.5	+14.5	+ 9	+17	+15	+15
Variety Stores	+ 7.2	+ 2	+14	+ 8	- 1	- 4	+52.8	+ 7.7	+ 7.2	+ 2	+11	+ 3	+ 6
Food Group:													
Food Stores	+20.2	+12	+19	+25	+15	+21	+66.7	+ 9.7	+11.7	+ 5	+12	+ 9	+12
Restaurants	+ 1.1	- 6	+ 3	+ 2	(a)	+ 2	+62.9	+ 1.1	+ 0.7	- 7	+ 1	(a)	+ 4
Clothing Group:													
Family Clothing Stores	+ 2.2	+ 1	+ 8	(a)	- 6	+ 9	+61.8	+18.5	+ 7.4	(a)	+11	+ 9	+10
Men's Clothing Stores	+ 2.7	- 4	- 1	+ 4	+ 3	+13	+54.4	+10.3	+ 8.6	- 5	+11	+ 3	+14
Women's Clothing Stores	+ 2.7	+ 3	+17	+ 2	- 1	(a)	+66.1	+13.5	+ 5.9	+ 5	+13	+ 3	+ 8
Shoe Stores	+ 5.5	+ 4	+ 3	+ 9	+ 3	+ 3	+68.2	-16.5	+ 5.9	+ 3	+ 5	+ 7	+ 5
Household and Personal Effects Group:													
Drug Stores	+ 6.5	+ 2	+12	+ 9	+ 2	- 1	+59.8	+ 5.8	+ 4.6	(a)	+ 7	+ 5	+ 5
Furniture Stores	+15.2	+ 7	+10	+28	+ 4	+10	+83.9	+ 5.8	+12.0	+12	+10	- 4	+12
Hardware Stores	+16.7	+12	+21	+19	+10	+17	+89.3	+ 5.6	+ 9.4	+ 6	+13	+11	+10
Jewellery Stores (b)	- 5.9	-22	+ 3	- 8	- 6	- 4	+60.2	- 3.1	- 9.7	-17	- 2	-12	- 5
Radio and Electrical Stores	+23.9	+ 2	+17	+20	+40	+40	+111.8	+ 6.0	+32.3	+19	+24	+39	+47

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

October, 1946 and October, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

	SALES			INVENTORY(*)
	Oct. 1946	Oct. 1947	% Change, 1947/1946	% Change, Sept.30,1947 Sept.30,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	46,179,019	51,525,940	+11.6	+22.6
1. Women's dresses, coats and suits ...	5,745,164	5,812,234	+ 1.2	-19.8
2. Girls' and infants' apparel	2,379,422	2,569,476	+ 8.0	+15.0
3. Hosiery and gloves	1,965,638	1,857,955	- 5.5	+21.1
4. Lingerie and corsets	1,612,645	1,796,373	+11.4	+60.4
5. Millinery	611,998	610,050	- 0.3	-20.1
6. Women's and children's apparel - (Total, 1-5)	12,314,887	12,548,088	+ 2.7	+ 0.8
7. Men's and boys' clothing and furnishings	6,018,791	6,359,531	+ 5.6	+49.8
8. Drugs and toilet articles and preparations	1,043,574	1,037,328	- 0.6	-10.7
9. Piece goods	3,276,820	3,716,446	+13.4	+81.7
10. Smallwares	1,691,755	1,800,382	+ 6.4	+12.0
11. Food and kindred products	3,034,739	4,017,027	+32.4	+22.0
12. Furniture (including mattresses and springs)	2,819,489	3,193,438	+13.3	+34.0
13. Home furnishings	3,243,616	3,938,062	+21.4	+66.3
14. Household appliances and electrical supplies	1,295,467	2,082,651	+60.8	+50.0
15. Hardware and kitchen utensils	1,610,620	1,909,639	+18.6	+20.0
16. Radios, musical instruments and supplies	790,251	943,818	+19.4	+52.5
17. Shoes and other footwear	3,435,508	3,773,067	+ 9.8	+ 9.5
18. Stationery, books and magazines	732,825	718,908	- 1.9	-13.6
19. All other departments, total	4,869,077	5,393,555	+10.8	+ 5.8

(*) Please observe that these comparisons are based on the inventory situation at the beginning of October in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
October, 1946	227.2	210.6	206.7	184.4	254.8	218.3	246.7	240.8
September, 1947 ..	241.2	240.5	219.5	203.9	287.7	282.4	245.5	262.1
October, 1947	254.1	234.1	226.5	200.5	286.4	245.4	264.4	256.0

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
October, 1946	201.4	203.0	216.1	210.8	286.8	242.1	254.7	218.2
September, 1947 ..	220.7	228.8	216.1	208.7	247.5	269.3	236.6	250.1
October, 1947	242.1	240.3	218.4	212.3	293.2	246.6	261.6	223.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
October, 1946	260.6	222.4	209.5	207.9	212.4	205.8	210.0	178.8
September, 1947 ..	240.0	255.2	264.8	251.1	213.9	213.4	228.8	198.8
October, 1947	272.5	231.7	221.2	214.5	226.3	217.8	242.0	205.3

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.3	201.5	116.5	101.6
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
October, 1946	267.4	233.5	238.7	257.3	260.1	218.0
September, 1947 ..	295.6	252.3	231.7	256.9	304.1	272.1
October, 1947	312.1	272.5	224.5	242.0	322.2	270.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1949 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
October, 1941	161.5	124.5	180.7	220.2	154.2	185.3	163.1
October, 1946	249.1	205.4	287.8	284.0	224.2	245.1	293.5
September, 1947 ..	255.8	224.1	285.7	270.9	240.2	238.6	235.2
October, 1947	260.6	228.2	322.7	288.7	250.7	229.7	295.5
Quebec							
October, 1941	182.0	144.8	183.7	184.4	140.7	132.3	205.9
October, 1946	226.5	209.7	288.7	283.5	191.1	218.4	300.4
September, 1947 ..	233.6	209.6	332.8	302.6	195.8	221.9	264.3
October, 1947	238.8	230.2	312.5	322.7	226.4	225.8	323.6
Ontario							
October, 1941	148.5	120.4	187.5	164.3	145.9	132.4	169.1
October, 1946	212.9	171.1	228.9	223.5	198.6	210.4	239.0
September, 1947 ..	232.1	203.3	258.1	225.2	222.5	214.5	215.0
October, 1947	245.7	190.2	261.8	241.8	248.7	213.6	239.1
Prairie Provinces							
October, 1941	143.7	115.5	154.5	173.4	148.0	137.8	179.1
October, 1946	248.3	225.9	255.8	261.7	219.0	226.9	365.2
September, 1947 ..	258.7	231.5	295.5	221.3	251.0	207.9	278.5
October, 1947	270.0	240.7	293.4	259.1	250.9	225.9	342.8
British Columbia							
October, 1941	143.3	125.7	141.0	133.3	142.6	110.7	150.6
October, 1946	233.9	212.1	255.1	200.6	198.8	199.3	274.7
September, 1947 ..	264.5	230.9	306.1	191.6	230.9	212.5	274.5
October, 1947	264.4	240.5	286.5	192.3	241.4	202.9	298.3

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
197.7	174.8	143.3	153.2	93.1	169.1	187.2	154.6
281.1	306.4	235.4	225.4	297.2	272.0	316.6	303.9
230.4	277.8	256.5	223.7	293.5	299.3	290.0	315.4
271.1	315.1	244.0	229.1	317.7	305.2	247.1	310.7
Quebec							
169.6	170.7	119.3	139.1	136.3	174.8	129.9	169.5
236.1	223.1	183.5	212.0	202.2	286.3	222.4	305.9
207.5	227.4	211.8	213.3	209.5	330.8	216.1	302.6
233.0	261.3	188.1	237.7	221.9	347.3	229.4	357.2
Ontario							
169.1	163.4	134.2	134.9	134.9	161.9	141.6	137.2
244.2	265.6	205.3	193.5	181.4	231.2	226.2	223.9
236.7	243.8	272.8	201.7	221.7	262.2	221.7	268.9
254.0	269.9	223.5	210.2	232.3	274.9	209.2	269.6
Prairie Provinces							
171.1	158.6	137.6	156.0	129.2	162.8	142.5	165.0
318.4	287.4	244.5	232.7	228.8	286.1	275.5	283.4
276.7	222.7	317.8	219.4	220.3	301.1	245.7	353.0
327.2	285.0	251.7	236.9	237.3	315.3	258.5	397.9
British Columbia							
143.0	152.5	139.9	145.4	131.1	150.3	121.1	163.4
245.6	280.6	256.3	270.3	280.6	334.7	228.2	273.9
266.4	266.2	346.8	267.1	293.2	336.6	254.3	390.4
278.0	280.5	264.6	269.0	309.5	392.6	218.6	382.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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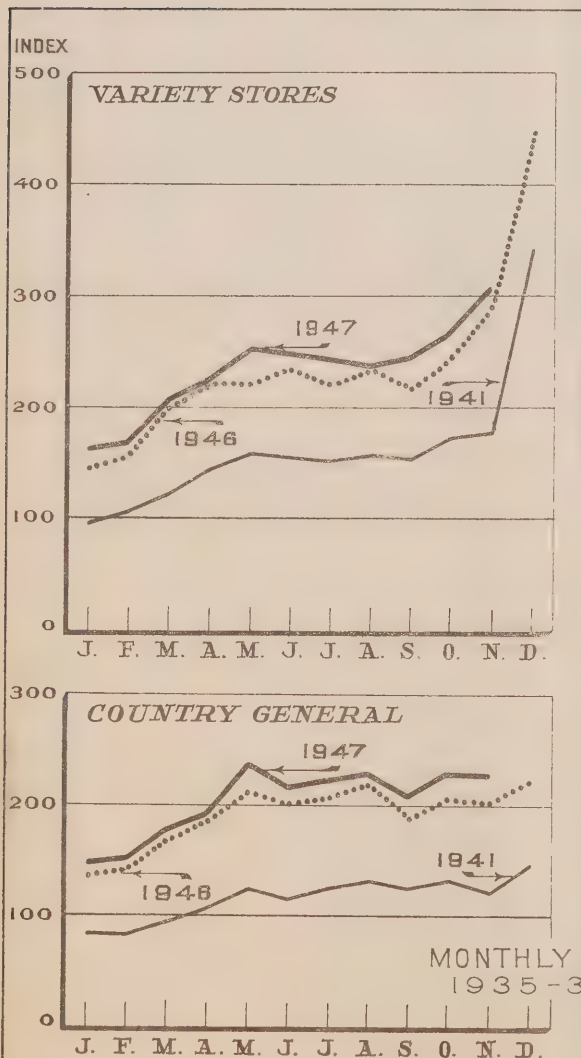
C. H. McDonald

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RETAIL SALES NOVEMBER 1947



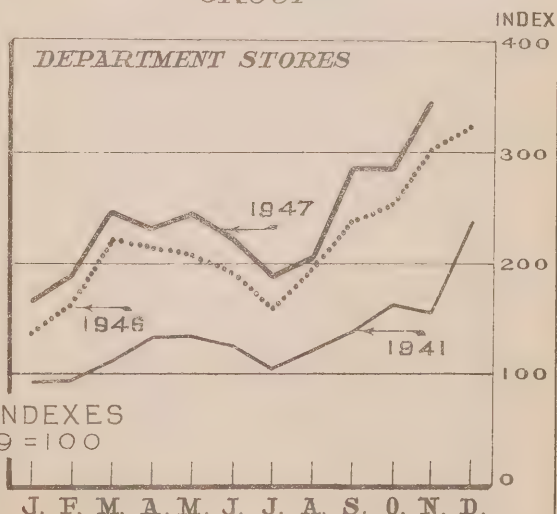
Retail Business At Near-Peak Level

Consumer spending in Canadian retail stores moved steadily upward in November, reaching a point 12% above November, 1946 volume. This increase compares with a 10% gain in the first eleven months of 1947 over 1946. Sales in November were higher than for any earlier month of the year, advanced 8% above October, and almost equalled the record volume of sales established in December, 1946. Unadjusted general indexes (on the base 1935 to 1939 = 100) stood at 274.5 for November, 1947, 245.8 for November, 1946 and 254.1 for October, 1947.

Variable Trends In Gen. Mdse. Group

While department stores maintained the same margin of increase in November (14%) as in preceding months of 1947, the increase for country general stores expanded to 12% as compared

GENERAL MERCHANDISE GROUP



with an average increase of 4% in the eleven-month comparison. The variety store increases of 1% in November are slightly below the cumulative gain of 7% and declines appeared in November results for the Maritime Provinces and British Columbia.

Gains In Other Trades Conform With Patterns of Earlier Months

There was no significant change in the pattern of increases for most other trades from that revealed in results for earlier months of the year. In all of these, November increases approximated the average gains for the first eleven months of the year. Increases in food and household durables were highest, and radio and electrical stores enjoyed a particularly outstanding increase of 40% compared with November, 1946. Jewellery store sales were down from November a year ago in all sections of the country except Quebec province, and the average reduction for the country was 8%. Apparel store increases were remarkably uniform and strikingly similar to those recorded in the eleven-month comparison.

Decreases Predominate in Maritimes

The average margin of increase for the country as a whole continues to be well maintained in all areas except the Maritime Provinces. An increasingly large number of increases have been reported for various trades in the latter section of the country in recent months. November results in this section showed gains for only 5 of the 14 trades. Gains of 6% for department stores and 7% for food stores, representing a considerable proportion of the total trade by weight, were sufficient to offset the declines in other instances and bring the total of all sales 1% above that for November, 1946.

Candy Stores and Furriers Still Showing Declines

Chain candy firms reported sales 19% lower in November and 7% lower for the eleven-month period of this year compared with 1946. Sales of retail furriers were 1% lower than November, 1946 volume.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	November, 1947 Compared With						Jan.-Nov., 1947 Compared With							
	November, 1946						Jan.-Nov., 1946							
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	Nov. 1941	Oct. 1947	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX.....	+11.7	+ 1	+11	+15	+11	+13	+ 90.8	+ 8.0	+10.0	+ 4	+11	+12	+ 8	+12
General Merchandise Group:														
Country General Stores	+12.0	+ 4	+16	+15	+11	+16	+ 86.7	- 0.5	+ 8.6	+ 7	+ 9	+11	+ 7	+14
Department Stores	+14.3	+ 6	+13	+15	+18	+11	+123.8	+21.5	+14.4	+ 8	+16	+14	+15	+15
Variety Stores	+ 4.7	- 5	+ 8	+ 7	+ 2	- 3	+ 71.5	+15.4	+ 7.2	+ 2	+11	+ 8	+ 3	+ 5
Food Group:														
Food Stores	+15.9	+ 7	+ 9	+23	+12	+22	+ 69.0	+ 0.5	+12.1	+ 5	+11	+15	+ 9	+13
Restaurants	+ 1.5	- 4	+ 4	+ 2	(a)	+ 1	+ 65.6	- 2.4	+ 0.8	- 7	+ 2	+ 2	(a)	+ 4
Clothing Group:														
Family Clothing Stores	+ 7.6	-11	+13	+11	+ 4	+ 5	+101.5	+15.0	+ 7.4	- 2	+11	+ 9	+ 1	+10
Men's Clothing Stores	+ 8.6	-11	+ 8	+10	+13	+16	+ 90.8	+27.2	+ 8.5	- 6	+11	+11	+ 4	+15
Women's Clothing Stores	+ 7.3	- 5	+12	+ 8	+ 7	+ 2	+ 97.4	+12.9	+ 6.1	+ 4	+13	+ 4	+ 3	+ 8
Shoe Stores	+ 6.6	- 8	+ 5	+11	+ 5	+ 3	+ 89.9	+ 9.7	+ 6.0	+ 2	+ 5	+ 7	+ 6	+ 5
Household and Personal Effects Group:														
Drug Stores	+ 1.1	- 7	+ 6	+ 3	- 3	- 4	+ 60.9	- 4.1	+ 4.2	- 1	+ 7	+ 5	+ 3	+ 4
Furniture Stores	+15.3	+ 3	+11	+30	+13	(a)	+139.3	+ 3.0	+12.1	+12	+10	+19	- 2	+10
Hardware Stores	+10.3	- 3	+13	+15	+ 5	+13	+108.9	- 4.5	+ 9.5	+ 6	+12	+11	+ 5	+11
Jewellery Stores (b)	- 8.3	-13	(a)	-11	-14	- 3	+ 99.4	+25.4	- 9.5	-17	- 2	-12	-12	- 4
Radio and Electrical Stores	+39.8	+31	+27	+44	+26	+70	+200.6	+ 8.2	+33.4	+22	+25	+39	+25	+50

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

November, 1946 and November, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	Nov. 1946	Nov. 1947	% Change, 1947/1946	% Change, Oct.31,1947 Oct.31,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	55,590,702	63,194,305	+13.7	+24.1
1. Women's dresses, coats and suits ...	6,766,429	7,901,280	+16.8	-10.4
2. Girls' and infants' wear	2,435,224	2,751,484	+13.0	+16.4
3. Hosiery and gloves	2,454,656	2,505,918	+ 2.1	+22.2
4. Lingerie and corsets	1,923,165	2,042,264	+ 6.2	+51.7
5. Millinery	566,571	584,600	+ 3.2	-11.7
6. Women's and children's apparel - (Total, 1-5)	14,146,045	15,785,546	+11.6	+ 5.9
7. Men's and boys' clothing and furnishings	6,720,359	7,972,636	+18.6	+60.1
8. Drugs and toilet articles and preparations	1,565,811	1,465,952	- 6.4	- 8.7
9. Piece goods	3,450,706	3,763,957	+ 9.1	+82.8
10. Smallwares	2,184,935	2,248,661	+ 2.9	+10.9
11. Food and kindred products	3,197,072	4,240,059	+32.6	+21.0
12. Furniture (including mattresses and springs)	2,805,100	3,248,554	+15.8	+34.5
13. Radio, TV and other electronic equipment	3,241,697	4,178,626	+14.7	+55.7
14. Household appliances and electrical supplies	1,420,475	2,277,669	+60.3	+54.8
15. Hardware and kitchen utensils	1,765,467	2,003,034	+13.5	+14.8
16. Radios, musical instruments and supplies	950,344	1,256,259	+32.2	+53.2
17. Shoes and other footwear	3,905,405	4,674,268	+19.7	+15.2
18. Stationery, books and magazines	1,358,301	1,279,624	- 5.8	-10.4
19. All other departments, total	8,478,515	9,788,680	+ 3.8	+ 6.8

(*) Please observe that these comparisons are based on the inventory situation at the beginning of November in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.

(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
November, 1941 ...	143.9	136.0	121.7	118.4	155.4	137.6	178.2	171.6
November, 1943 ...	172.8	164.7	156.1	150.8	196.0	168.8	199.1	197.8
November, 1945 ...	213.3	200.9	182.5	175.1	258.3	222.4	249.9	246.3
November, 1946 ...	245.8	223.5	202.8	189.1	304.4	261.1	292.0	271.9
October, 1947	254.1	234.0	228.3	202.0	286.2	245.2	265.0	256.6
November, 1947 ...	274.5	258.5	227.2	220.1	347.8	310.3	305.7	294.4

Year and Month	Food		Restaurants		Family Clothing		Men's (a) Clothing	
	A	B	A	B	A	B	A	B
November, 1941 ...	143.7	140.8	128.9	136.7	166.8	137.4	173.8	135.2
November, 1943 ...	155.8	159.3	179.9	190.1	212.9	178.8	206.1	166.8
November, 1945 ...	185.9	185.6	204.6	214.8	260.3	218.1	256.2	207.3
November, 1946 ...	209.5	197.8	210.2	220.7	312.4	248.3	306.4	230.8
October, 1947	241.6	239.8	218.7	212.6	292.3	245.8	260.6	222.4
November, 1947 ...	242.9	233.3	213.4	227.8	336.1	275.8	331.6	258.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
November, 1941 ...	155.4	137.2	128.8	130.4	134.6	136.2	112.5	96.8
November, 1943 ...	203.0	182.0	162.1	171.2	169.5	172.6	124.2	115.9
November, 1945 ...	243.7	217.7	209.4	215.3	195.6	197.8	164.2	153.2
November, 1946 ...	285.8	245.8	229.4	221.3	214.3	212.5	212.7	191.2
October, 1947	271.8	231.1	222.9	216.0	225.9	217.4	238.2	202.1
November, 1947 ...	306.8	273.1	244.6	245.8	216.6	219.0	245.3	228.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
November, 1941 ...	142.6	145.5	141.3	144.1	116.7	109.1
November, 1943 ...	156.0	153.0	218.0	213.8	116.4	101.9
November, 1945 ...	221.0	217.6	291.7	286.1	153.5	134.4
November, 1946 ...	270.1	260.9	307.3	301.4	255.3	223.6
October, 1947	312.1	272.5	224.8	242.3	329.7	276.4
November, 1947 ...	297.9	297.9	281.8	287.4	356.8	325.0

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
November, 1941	251.3	181.3	181.3	240.1	156.5	178.9	166.7
November, 1946	274.4	215.0	337.4	351.0	232.0	228.6	351.5
October, 1947	297.7	217.0	332.7	334.6	240.7	232.0	292.7
November, 1947	297.2	217.0	330.4	334.8	248.8	218.9	314.4
Quebec							
November, 1941	187.7	187.7	187.7	175.5	134.4	128.4	171.1
November, 1946	237.5	193.6	342.0	318.0	197.6	209.3	324.2
October, 1947	254.1	236.8	311.9	322.1	225.1	225.5	323.8
November, 1947	252.9	236.7	307.8	322.5	218.6	217.0	357.3
Ontario							
November, 1941	187.7	187.7	187.7	174.3	148.6	126.1	163.7
November, 1946	217.7	187.7	308.0	270.1	212.7	203.0	250.4
October, 1947	243.6	190.8	261.5	241.7	248.5	214.0	240.2
November, 1947	278.1	215.6	342.4	289.8	261.2	207.7	288.2
Prairie Provinces							
November, 1941	187.7	187.7	187.7	176.8	141.8	131.0	171.1
November, 1946	254.9	187.7	280.8	305.4	215.1	224.9	387.6
October, 1947	270.0	241.7	258.4	250.2	250.8	226.4	336.3
November, 1947	282.7	235.6	340.6	310.4	239.8	224.5	402.2
British Columbia							
November, 1941	135.5	135.5	135.5	141.5	133.2	111.0	152.1
November, 1946	249.5	135.5	135.5	240.5	201.6	204.4	291.4
October, 1947	265.5	245.9	286.5	195.8	241.8	202.7	297.2
November, 1947	282.5	220.0	320.0	239.5	246.1	206.0	306.8

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
224.6	185.2	143.1	150.4	128.5	139.5	203.2	135.7
358.1	366.5	249.8	245.5	289.7	277.1	409.6	262.8
269.4	318.7	244.5	231.2	317.6	310.5	248.3	362.0
318.9	346.7	229.8	228.1	299.5	269.0	355.7	344.6
Quebec							
164.3	143.0	125.2	134.9	88.5	142.3	113.8	119.3
272.3	232.2	216.0	205.6	189.1	273.5	258.4	268.4
231.5	258.7	188.9	236.1	216.6	344.8	228.4	372.1
295.7	260.5	227.2	218.6	208.9	307.6	258.4	367.0
Ontario							
175.1	161.7	129.4	137.2	104.3	139.5	146.6	111.4
311.0	303.8	229.4	200.9	184.8	228.9	302.8	223.9
253.3	272.0	225.9	208.9	229.0	274.2	206.8	271.4
341.5	327.2	255.3	207.3	239.9	263.7	271.1	322.7
Prairie Provinces							
177.5	159.7	129.4	126.3	111.1	150.5	142.0	132.6
340.5	304.3	224.2	223.2	239.4	309.3	347.8	269.3
327.4	278.3	253.0	238.3	238.4	316.6	253.2	398.0
383.6	325.3	235.6	216.7	270.7	324.6	300.7	339.2
British Columbia							
143.9	138.1	123.0	123.4	120.4	137.9	132.1	123.5
271.1	282.4	258.6	268.3	342.1	347.0	316.2	301.5
276.3	277.7	266.1	270.3	301.3	395.0	241.2	391.7
314.7	287.3	267.0	256.8	342.9	392.1	307.9	511.9

(a) Includes men's furnishings

(b) Based on sales including the Federal Tax introduced in June, 1942.

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RETAIL SALES

DECEMBER, 1947

December Retail Sales Spurt Boosted 1947/1946 Increase to 11%

Widening the gap between sales in 1947 and 1946, which became marked from September on, the general index of retail sales for December climbed over 16% above the same month in 1946. The greater volume of dollar sales in December as compared with other months of the year in most trades brought the 12-month cumulative increase up to 11% from the 10% figure for the first 11 months.

The December general index of retail sales unadjusted for seasonal factors and for price changes stood at 328.6 (on the base 1935 - 1939 = 100). This represented a 20% gain over the November index of 274.4 which had almost equalled the record volume of sales established in December, 1946.

Heavy Trading in Household Durables

Continuing consumer demand for radio and electrical goods was reflected in the 26% increase in December sales over last year. Unlike other store types, however, the cumulative 12-month increase was greater than that for the final month of the year -- 32% over 1946. While the 27% increase in December furniture store sales was more than that for radio and electrical, the 13% cumulative gain was considerably smaller. Hardware sales were up 14% and 10% for the month and year respectively.

Continued Expansion in Food Store Sales

Sales of food stores make up approximately 1/3 of the total for the 14 types of outlets. For this reason the large gains in food store sales in the past few months have heavily influenced the general index. In December, food sales exceeded those in the same month of 1946 by 18%, and in the total for the 12 months 1947/1946 by almost 13%.

Restaurant receipts remained close to 1946 levels, showing increases of only 3% and 1% respectively for December and the 12-month period.

Apparel Store Gains Larger But Follow Earlier Pattern

December buying in men's, women's, and family clothing stores resulted in sales indexes which were 16%, 15% and 16% respectively above December, 1946. The gain of 10% in shoe store receipts was smaller. These increases may be compared to 12-month cumulative gains of 10% in men's clothing, 7% in women's clothing, 9% in family clothing and 7% in shoes. Throughout the year sales in the three types of clothing stores followed much the same seasonal pattern, with the exception of the unusual upturn in shoe store volume in September following widespread announcements of impending major price increases in footwear. (See Clothing Group Charts, Page 4).

Department Store Gains Concentrated in Household Durables and Food Departments

The overall gain of 22% in December sales of department stores represented varying movements in component departments. Largest gains were made by appliance and food departments, apparel sales following these closely.

This bulletin contains the departmental analysis on a cumulative basis for the full year. The hard goods departments--furnishings, appliance and radio departments--contributed particularly to the 12-month gain of 15%.

Country general stores gained 14% and variety stores 23% in December.

Candy stores reversed the earlier trend which brought their sales close to 1946 figures and in December advanced 24% above the previous year as compared to the 12-month cumulative index which fell 2% below 1946. Furriers sales showed an increase of 22% in December.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	December, 1947 Compared With						Jan.-Dec., 1947 Compared With					
	December, 1946						Jan.-Dec., 1946					
	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	Can.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+16.4	+12	+17	+16	+14	+18	+19.8	+10.7	+5	+12	+13	+9
General Merchandise Group:												
Country General Stores	+14.4	+13	+15	+18	+11	+22	+12.2	+9.2	+8	+10	+11	+7
Department Stores	+22.1	+25	+22	+23	+20	+23	+14.2	+15.4	+10	+17	+16	+16
Variety Stores	+22.7	+19	+24	+24	+19	+21	+80.5	+9.6	+4	+13	+10	+5
Food Group:												
Food Stores	+18.0	+10	+16	+23	+10	+18	+8.8	+12.6	+6	+12	+16	+9
Restaurants	+2.6	+3	+3	+4	+2	(a)	-0.8	+0.9	-7	+2	+2	(a)
Clothing Group:												
Family Clothing Stores	+16.4	+10	+20	+15	+14	+22	+17.4	+8.5	(a)	+12	+10	+3
Men's Clothing Stores	+16.1	+5	+13	+13	+19	+39	+23.8	+9.5	-4	+12	+11	+5
Women's Clothing Stores	+15.3	+12	+17	+15	+16	+16	+25.2	+7.2	+5	+13	+5	+9
Shoe Stores	+10.4	+13	+8	+8	+17	+24	+32.4	+6.5	+3	+6	+7	+7
Household and Personal Effects Group:												
Drug Stores	+5.1	-6	+9	+7	+4	+2	+43.8	+4.4	-2	+7	+5	+3
Furniture Stores	+27.0	+14	(c)	+30	+26	+11	+105.2	+13.3	+12	(c)	+20	(a)
Hardware Stores	+14.1	+14	+8	+16	+14	+22	+9.9	+10.0	+7	+12	+11	+6
Jewellery Stores (b)	-1.4	-14	+8	+3	-3	-1	+68.2	-8.0	-16	(a)	-10	-12
Radio and Electrical Stores	+25.7	+36	+27	+17	+41	+38	+14.5	+32.4	+24	+25	+36	+26

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

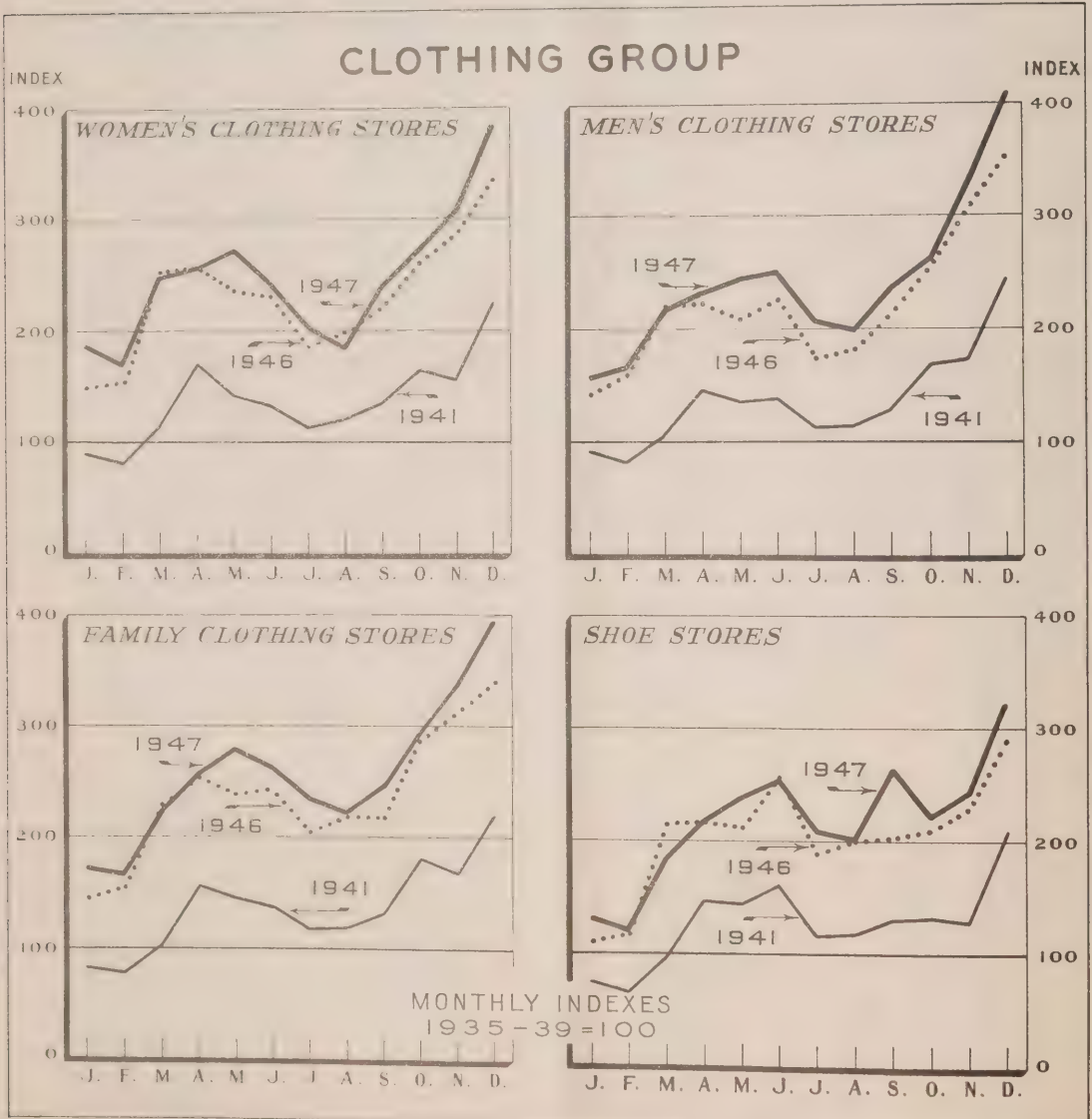
RETAIL SALES CHARTS

The charts on this and on the opposite page complete the series which first appeared in the September retail sales bulletin. These graphical presentations of the trend lines for 1941, 1946 and 1947, when brought together to form a complete record, illustrate clearly the major sales movements for fourteen retail trades since the last Census year, 1941.

The series (MR-1 to MR-5) will be reproduced in subsequent issues with more recent material plotted.

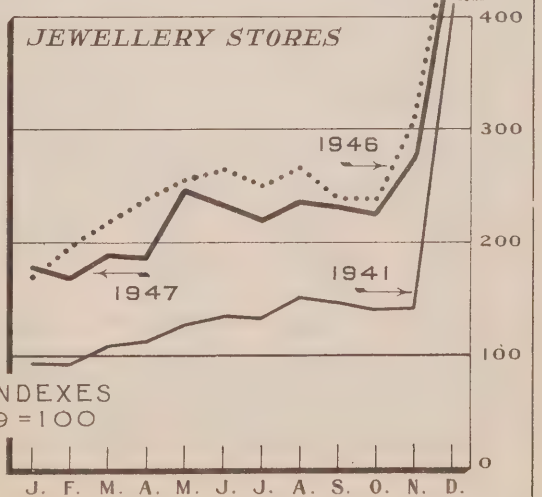
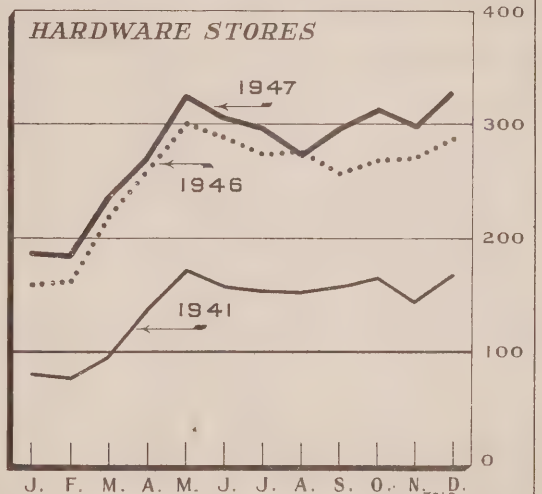
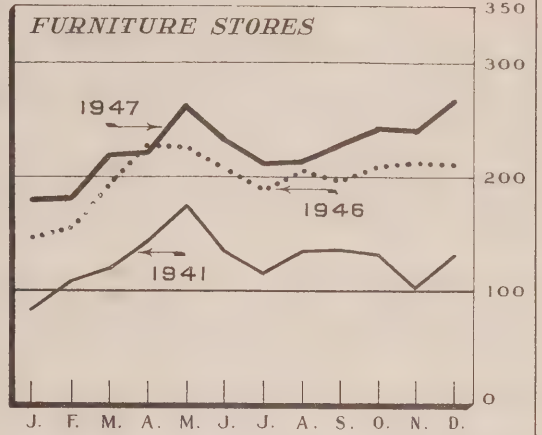
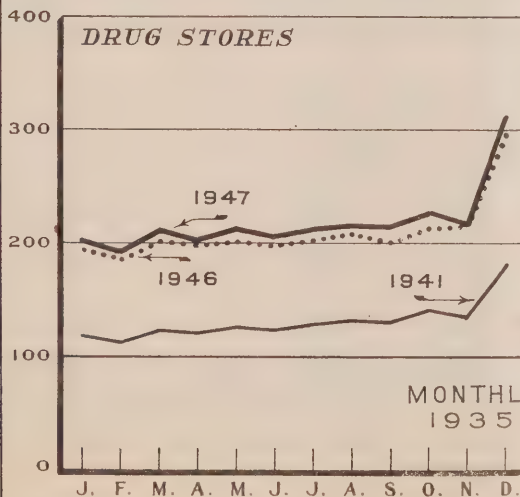
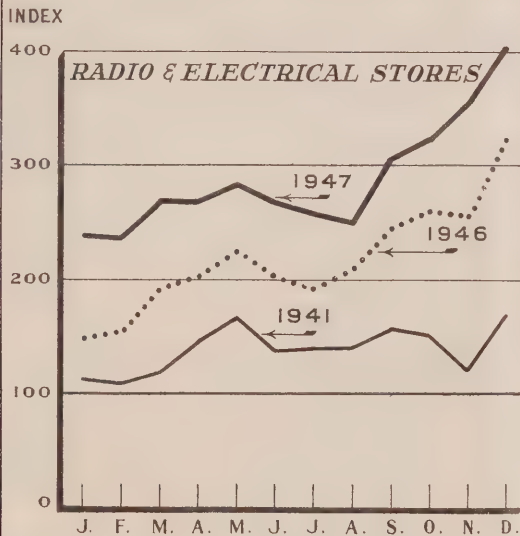
Indexes are based on dollar volume of sales, without adjustment for price changes or for seasonal variations.

All indexes are on the base--average monthly sales in 1935-1939=100.



HOUSEHOLD & PERSONAL EFFECTS GROUP

MONTHLY INDEXES OF
RETAIL SALES (1935-39=100)
OF STORES HANDLING -
HOUSEHOLD DURABLES,
DRUGS AND JEWELLERY.



MONTHLY INDEXES
1935-39=100

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

December, 1946 and December, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)
	Dec. 1946	Dec. 1947	% Change, 1947/1946	% Change, Nov.30,1947 Nov.30,1946
	\$	\$		
TOTAL, ALL DEPARTMENTS	58,903,420	71,727,077	+21.8	+19.1
1. Women's dresses, coats and suits ...	5,409,047	6,603,760	+22.1	-19.3
2. Girls' and infants' wear	2,069,902	2,468,256	+19.2	+ 8.3
3. Hosiery and gloves	2,890,908	3,399,119	+17.6	+16.3
4. Lingerie and corsets	2,139,357	2,627,795	+22.8	+50.8
5. Millinery	436,245	468,822	+ 7.5	- 9.5
6. Women's and children's apparel - (Total, 1-5)	12,945,459	15,567,752	+20.3	- 0.3
7. Men's and boys' clothing and furnishings	6,984,956	8,987,142	+28.7	+51.3
8. Drugs and toilet articles and preparations	2,642,032	2,721,044	+ 3.0	- 9.3
9. Piece goods	3,054,906	3,699,558	+21.1	+71.4
10. Smallwares	2,672,271	2,910,469	+ 8.9	+13.5
11. Food and kindred products	3,849,047	5,107,262	+32.7	+19.0
12. Furniture (including mattresses and springs)	2,369,170	2,925,909	+23.5	+25.4
13. Home furnishings	3,480,728	4,399,749	+26.4	+45.4
14. Household appliances and electrical supplies	1,522,196	2,295,294	+50.8	+47.6
15. Hardware and kitchen utensils	1,930,610	2,346,506	+21.5	+10.0
16. Radios, musical instruments and supplies	1,321,185	1,570,681	+18.9	+29.1
17. Shoes and other footwear	3,933,391	4,838,111	+23.0	+14.6
18. Stationery, books and magazines	2,233,769	2,335,698	+ 4.6	-10.0
19. All other departments, total	9,963,700	12,021,902	+20.7	+ 5.3

(*) Please observe that these comparisons are based on the inventory situation at the beginning of December in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
December, 1941 ...	194.4	144.0	147.4	123.4	239.2	145.8	341.6	176.2
December, 1943 ...	220.5	169.0	184.5	157.0	240.2	145.8	339.4	185.4
December, 1945 ...	256.1	187.4	209.6	174.2	279.5	174.4	400.0	197.8
December, 1946 ...	282.3	212.4	223.4	191.3	325.7	203.2	449.4	234.6
November, 1947 ...	274.4	258.3	227.7	220.7	348.2	310.6	305.5	294.3
December, 1947 ...	328.6	243.0	255.5	212.8	397.8	240.5	551.4	285.6

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
December, 1941 ...	161.6	149.1	138.4	133.2	219.5	142.3	242.9	148.0
December, 1943 ...	189.7	181.6	187.9	179.1	267.3	182.6	280.0	183.6
December, 1945 ...	215.5	189.8	201.8	196.1	311.2	194.1	308.0	178.5
December, 1946 ...	224.0	208.4	205.8	200.7	338.9	221.9	353.3	217.8
November, 1947 ...	243.1	239.1	213.0	227.3	336.1	275.7	331.2	257.8
December, 1947 ...	264.4	244.0	211.2	202.6	394.5	255.2	410.1	249.8

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
December, 1941 ...	223.7	148.8	209.3	153.2	182.6	145.5	130.3	110.2
December, 1943 ...	271.6	186.6	214.4	166.8	248.2	196.5	134.3	119.1
December, 1945 ...	303.1	196.2	258.1	179.0	287.1	226.6	166.7	141.0
December, 1946 ...	333.1	223.4	292.1	218.1	297.0	239.8	210.5	182.3
November, 1947 ...	306.6	272.9	243.6	244.7	216.9	219.3	240.9	224.9
December, 1947 ...	384.0	254.4	322.6	240.9	312.0	248.7	267.4	227.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
December, 1941 ...	168.1	151.3	411.0	155.6	169.4	127.8
December, 1943 ...	170.5	159.6	515.3	195.1	136.0	102.6
December, 1945 ...	231.1	210.4	677.6	266.8	200.0	156.9
December, 1946 ...	287.9	265.2	701.2	276.1	322.6	253.1
November, 1947 ...	298.8	298.8	273.8	279.3	354.1	322.4
December, 1947 ...	328.4	300.1	691.2	261.7	405.5	305.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
December, 1941	232.1	146.5	276.7	453.3	177.6	184.0	237.6
December, 1946	328.3	251.6	339.6	526.8	245.0	230.2	436.7
November, 1947	277.7	225.5	356.4	335.7	249.0	217.7	312.8
December, 1947	366.6	284.2	425.4	624.6	270.5	224.3	480.6
Quebec							
December, 1941	190.2	160.5	251.7	332.2	158.2	137.6	230.6
December, 1946	275.5	218.3	369.4	485.6	219.6	207.3	341.5
November, 1947	263.6	223.7	387.7	342.1	217.6	217.5	367.2
December, 1947	323.0	251.6	449.8	601.7	255.2	213.3	408.8
Ontario							
December, 1941	202.7	140.4	249.0	334.1	167.6	136.0	209.8
December, 1946	284.1	205.3	318.2	426.4	228.2	194.9	296.0
November, 1947	277.4	217.5	342.4	289.0	260.8	206.4	287.3
December, 1947	335.2	241.5	391.4	530.1	281.5	203.5	340.5
Prairie Provinces							
December, 1941	177.2	146.2	217.1	332.6	144.7	137.0	190.3
December, 1946	266.9	223.6	301.2	439.5	212.5	215.8	346.9
November, 1947	282.0	238.5	343.8	311.9	238.4	224.6	403.0
December, 1947	303.7	247.6	361.4	522.1	234.3	219.7	394.4
British Columbia							
December, 1941	181.1	134.8	222.7	301.8	150.5	126.6	249.0
December, 1946	295.8	235.5	347.8	396.2	213.6	213.5	378.9
November, 1947	283.6	224.3	326.6	242.3	245.6	206.1	311.1
December, 1947	349.9	286.1	426.4	479.1	251.4	213.7	463.9

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's (a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
327.7	259.6	246.2	226.4	191.8	178.2	621.3	251.7
482.1	418.0	360.9	362.1	339.4	301.9	950.6	401.1
318.1	338.3	227.5	227.7	294.3	278.3	342.4	344.6
505.8	466.9	406.6	341.2	388.4	343.1	821.8	544.5
Quebec							
225.3	223.6	213.9	163.7	117.0	148.5	370.1	175.2
311.3	294.8	259.8	258.3	191.6	244.1	638.4	330.8
296.0	261.0	225.1	219.0	211.3	305.2	254.9	369.0
366.9	343.8	281.4	281.3	(c)	262.8	691.0	418.6
Ontario							
254.7	235.4	219.0	181.5	131.4	167.7	413.5	167.9
374.3	361.9	310.7	279.9	192.6	271.8	669.7	318.8
342.2	326.7	254.2	207.4	227.4	263.1	274.0	317.6
423.9	415.1	334.2	299.8	250.0	314.2	649.4	372.5
Prairie Provinces							
200.2	192.6	145.2	188.8	124.1	182.4	395.9	151.1
301.0	289.8	199.8	319.6	188.2	326.8	743.8	271.6
380.0	325.1	235.4	216.6	267.2	329.5	232.7	337.8
358.2	336.3	234.4	331.3	236.9	373.2	718.8	383.9
British Columbia							
221.5	195.0	174.4	182.0	135.9	180.3	371.2	154.8
329.4	322.9	329.3	383.6	286.2	382.3	759.0	357.3
311.6	290.8	270.0	259.7	347.7	390.3	327.4	506.0
457.3	374.8	409.5	389.4	317.6	466.6	749.0	492.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

January-December, 1946 and January-December, 1947

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

Department	Jan.-Dec., 1946	Jan.-Dec., 1947	% Change, 1947/1946
	\$	\$	
TOTAL, ALL DEPARTMENTS	476,535,327	547,543,046	+14.9
1. Women's dresses, coats and suits ...	54,445,425	59,345,609	+ 9.0
2. Girls' and infants' wear	19,617,379	22,068,785	+12.5
3. Hosiery and gloves	18,572,972	19,808,500	+ 6.7
4. Lingerie and corsets	17,833,428	19,980,508	+12.0
5. Millinery	5,317,821	5,583,438	+ 5.1
6. Women's and children's apparel - (Total, 1-5)	119,787,225	126,786,840	+ 9.5
7. Men's and boys' clothing and furnishings	61,802,182	61,865,857	+15.6
8. Drugs and toilet articles and preparations	13,637,186	14,602,900	+ 1.2
9. Piece goods	35,039,112	39,631,325	+13.1
10. Smallwares	17,383,112	18,625,962	+ 8.9
11. Food and kindred products	23,882,891	24,900,525	+23.1
12. Furniture (including mattresses and springs)	30,521,210	35,377,576	+15.9
13. Home furnishings	33,865,427	41,354,971	+23.0
14. Household appliances and electrical supplies	18,414,507	19,704,077	+46.9
15. Hardware and kitchen utensils	20,497,409	23,420,710	+15.5
16. Radios, musical instruments and supplies	7,747,916	10,071,123	+30.0
17. Shoes and other footwear	33,261,572	37,968,344	+14.2
18. Stationery, books and magazines	9,622,603	10,063,864	+ 4.6
19. All other departments, total	58,377,875	66,317,000	+13.6

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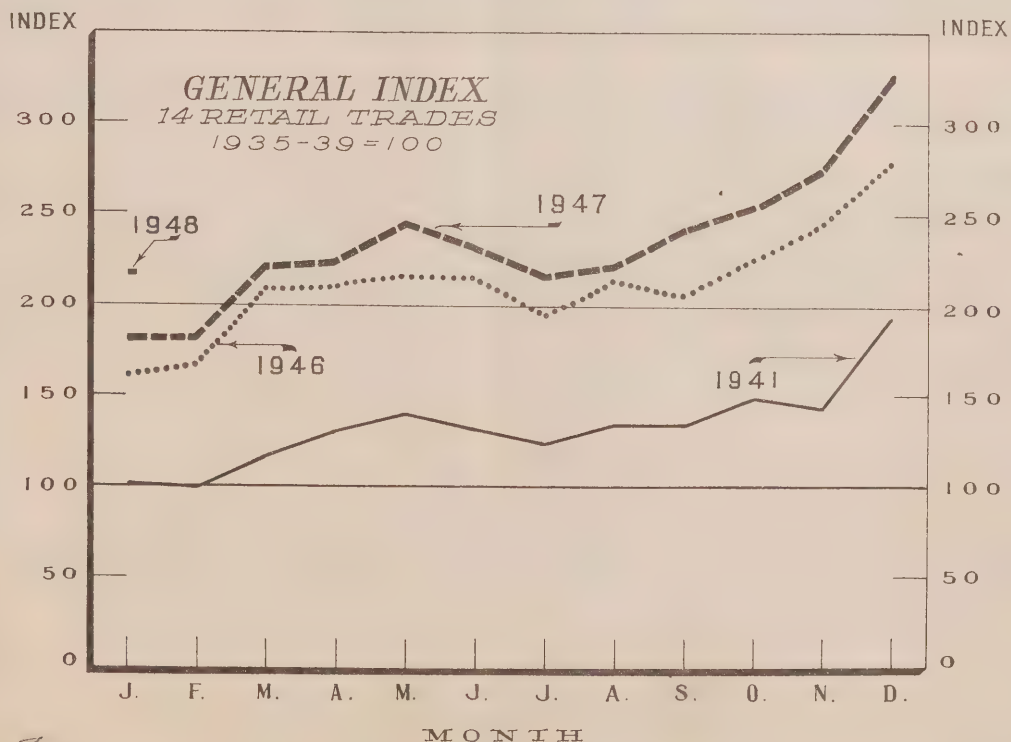
RETAIL SALES

JANUARY 1948

Sales Volume Increases In All Retail Trades

There was no slackening in the currently high rate of consumer spending in January when dollar sales in retail stores increased 18% over January a year ago. Since price increases have undoubtedly contributed to this gain, it should be noted that the change from January, 1947 reflects the increase in the flow of dollars into Canadian retail stores rather than physical volume of trading. The general index for January, 1948, unadjusted for seasonal variations and price changes, stood at 213.1 (on the base, 1935-1939=100).

JANUARY SALES (IN DOLLARS) UP 18% OVER LAST YEAR



Indexes are not adjusted for seasonal variation

Series MR-1

All 14 trades represented in the general index reported increased sales over January a year ago. Even jewellery stores, which have been following a downward sales trend for some time, responded to the general acceleration of consumer expenditures with a minor gain of 5%.

Increases For Non-durables Move Forward

Outstanding gains have been made by durable goods outlets--radio and electrical, furniture and hardware stores--throughout most of the post-war period. As sales in these stores reached and surpassed levels in most other trades, the earlier sharp increases have given way to more moderate gains. As rates of increase in sales volume of household durables tended to fall off, sales increases for non-durable goods stores have come to the fore. Most pronounced gains in January were those for apparel and food stores. Sales in men's clothing stores were up 31%, while women's wear stores increased volume by 23% and family clothing stores reported sales 17% higher. In footwear, sales increases were less notable showing a gain of 13%.

On the other hand, increases in durable goods stores were less pronounced. Radio and electrical stores alone had an increase (21%) which approximated the average movement in sales from January, 1947 to January, 1948. Hardware and furniture store sales moved up by 13% and 10% respectively.

Stores in the general merchandise group--department, variety and country general stores--all had increases which roughly approximated the general increase for the 14 trades, the lowest being 14% for country general and the highest being 18% for variety stores.

Candy store sales, on the basis of reports from chain companies only, were 10% lower in January this year compared with last.

Population Increase Influences Trade in British Columbia

A 28% increase in retail trade in British Columbia stands out among the regional results and appears to be an indication of the effect of the recent influx of population to that area, largely the result of the post-war expansion of industrial and commercial activity. Other regions reported higher sales in January this year also and all, with the exception of the Maritimes where sales advanced only 8%, had gains corresponding closely with the average result for the country.

Department Store Sales by Departments

The analysis of sales by departments, which appears on Page 4, indicates that sales volume was higher for most types of merchandise. Major increases were those for food (36%) and household appliances (43%). There were two departments, hosiery and radio, in which sales declined below January of last year.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	January, 1948 Compared With							
	January, 1947						Jan. 1941	Dec. 1947
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	
	%	%	%	%	%	%	%	%
GENERAL INDEX	+17.6	+ 8	+13	+21	+17	+28	+111.6	-35.0
General Merchandise Group:								
Country General Stores	+13.6	+ 7	+ 8	+16	+18	+24	+102.7	-33.5
Department Stores	+16.5	+ 7	+ 9	+16	+18	+28	+106.6	-51.6
Variety Stores	+18.0	+ 9	+17	+21	+14	+25	+ 94.8	-65.7
Food Group:								
Food Stores	+22.9	+14	+12	+30	+24	+32	+109.3	- 6.3
Restaurants	+ 3.4	- 5	+ 4	+ 2	- 1	+21	+ 98.0	- 3.3
Clothing Group:								
Family Clothing Stores	+17.3	+10	+21	+10	+17	+47	+146.4	-48.8
Men's Clothing Stores	+31.3	+ 9	+29	+34	+27	+55	+122.9	-49.5
Women's Clothing Stores	+22.6	+ 6	+22	+27	+20	+14	+159.8	-40.1
Shoe Stores	+12.5	+ 6	+ 9	+10	+22	+27	+ 97.7	-54.2
Household and Personal Effects Group:								
Drug Stores	+11.0	+ 1	+11	+13	+10	+10	+ 89.5	-28.0
Furniture Stores	+ 9.5	- 6	+21	+ 8	- 3	+11	+136.3	-25.0
Hardware Stores	+12.7	- 6	+21	+13	+ 3	+35	+161.6	-35.7
Jewellery Stores (a)	+ 4.5	-16	- 2	+ 9	+ 6	+18	+100.4	-73.2
Radio and Electrical Stores	+20.7	- 7	+22	+14	+26	+41	+160.1	-29.3

(a) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

January, 1947 and January, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY (*)	
	Jan. 1947	Jan. 1948	% Change, 1948/1947	% Change, Dec. 31, 1947	% Change, Dec. 31, 1946
	\$	\$			
TOTAL, ALL DEPARTMENTS	28,115,707	32,628,809	+16.1	+16.3	
1. Women's dresses, coats and suits ...	3,230,441	3,668,842	+13.6	-22.7	
2. Girls' and infants' wear	722,187	811,821	+12.4	- 0.1	
3. Hosiery and gloves	1,015,768	960,017	- 5.5	+15.5	
4. Lingerie and corsets	992,473	1,094,939	+10.3	+36.8	
5. Millinery	200,387	213,685	+ 6.6	-11.0	
6. Women's and children's apparel - (Total, 1-5)	6,161,256	6,749,304	+ 9.5	- 5.2	
7. Men's and boys' clothing and furnishings	2,597,973	3,069,375	+18.1	+40.2	
8. Drugs and toilet articles and preparations	848,919	992,705	+16.9	-11.3	
9. Piece goods	2,660,491	2,872,942	+ 8.0	+49.7	
10. Smallwares	1,048,010	1,228,039	+17.2	+14.6	
11. Food and kindred products	2,762,934	3,752,041	+35.8	+29.4	
12. Furniture (including mattresses and springs)	2,061,386	2,331,992	+13.1	+19.1	
13. Home furnishings	2,010,936	2,448,378	+21.8	+40.0	
14. Household appliances and electrical supplies	939,136	1,345,626	+43.3	+59.6	
15. Hardware and kitchen utensils	1,214,294	1,421,095	+17.0	+ 8.8	
16. Radios, musical instruments and supplies	706,678	653,058	- 7.6	+30.9	
17. Shoes and other footwear	1,718,848	1,766,446	+ 2.8	+16.3	
18. Stationery, books and magazines	545,403	624,848	+14.6	-21.9	
19. All other departments, total	2,839,443	3,372,960	+18.8	- 3.4	

(*) Please observe that these comparisons are based on the inventory situation at the beginning of January in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
January, 1941 ...	100.7	121.5	83.9	108.3	93.1	123.5	96.9	151.4
January, 1943 ...	128.9	155.2	109.7	143.4	107.8	148.1	128.4	195.2
January, 1945 ...	142.8	174.7	126.6	165.5	122.5	163.1	139.6	221.5
January, 1947 ...	181.2	220.4	149.7	193.7	165.1	219.1	160.0	248.9
December, 1947 ..	328.0	242.5	255.7	213.0	397.4	240.2	551.2	285.5
January, 1948 ...	213.1	250.0	170.1	214.3	192.3	254.2	188.8	277.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
January, 1941 ...	118.0	122.0	103.0	108.3	82.1	119.7	92.1	121.8
January, 1943 ...	154.7	156.9	153.8	163.4	116.8	167.7	107.3	143.8
January, 1945 ...	166.2	176.0	179.0	188.4	124.1	184.5	118.6	167.3
January, 1947 ...	201.0	207.0	197.2	206.2	172.4	252.9	156.3	217.9
December, 1947 ..	263.7	243.4	210.8	202.2	394.8	255.4	406.4	247.6
January, 1948 ...	247.0	240.5	203.9	213.2	202.3	281.3	205.3	267.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
January, 1941 ...	88.5	121.9	74.0	104.1	118.0	124.1	83.3	124.9
January, 1943 ...	126.5	173.6	96.4	130.9	151.8	159.3	91.7	137.5
January, 1945 ...	135.1	188.9	98.0	141.7	176.7	187.8	100.1	151.9
January, 1947 ...	187.5	258.3	130.1	180.8	201.4	212.6	179.8	269.5
December, 1947 ..	383.6	254.2	319.1	238.3	310.4	247.4	262.5	223.7
January, 1948 ...	229.9	304.9	146.3	190.8	223.6	230.9	196.8	284.1

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
January, 1941 ...	80.2	131.1	93.5	131.0	111.5	133.4
January, 1943 ...	95.0	158.4	120.3	175.3	112.2	139.6
January, 1945 ...	120.1	200.2	149.9	210.0	97.9	117.1
January, 1947 ...	186.1	305.4	179.3	251.2	240.3	287.4
December, 1947 ..	326.3	298.2	698.9	264.7	410.0	309.3
January, 1948	209.8	337.7	187.4	262.6	290.0	346.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
January, 1941	187.6	89.2	98.4	110.8	118.4	132.1	95.1
January, 1947	195.4	188.2	148.9	161.6	213.5	208.1	205.3
December, 1947	365.8	287.8	425.4	624.9	268.6	221.9	477.9
January, 1948	210.1	201.6	158.7	176.3	244.0	197.1	226.0
Quebec							
January, 1941	100.8	88.1	102.2	103.0	116.5	106.8	77.5
January, 1947	182.3	149.1	182.9	191.1	202.2	199.5	164.5
December, 1947	320.7	247.8	448.0	600.2	253.2	213.0	405.9
January, 1948	206.0	161.1	199.6	223.0	227.3	207.4	199.7
Ontario							
January, 1941	104.8	86.7	92.5	94.3	124.1	102.0	86.9
January, 1947	180.7	148.5	160.8	147.1	204.3	194.5	161.6
December, 1947	334.9	242.7	391.3	529.1	282.4	202.7	341.3
January, 1948	218.5	171.5	186.9	177.9	266.2	197.5	177.0
Prairie Provinces							
January, 1941	89.6	76.2	87.6	90.6	104.4	96.6	69.7
January, 1947	171.5	131.7	161.2	160.1	186.9	197.2	194.3
December, 1947	304.0	250.0	361.4	522.0	233.5	219.7	399.2
January, 1948	200.1	154.8	190.2	182.0	231.3	195.5	227.3
British Columbia							
January, 1941	101.3	87.3	93.4	87.0	115.3	94.7	88.9
January, 1947	191.3	164.0	177.4	134.8	188.6	196.9	169.7
December, 1947	351.4	281.0	425.7	486.1	249.8	215.5	472.5
January, 1948	244.4	202.7	226.3	168.3	249.1	237.8	249.8

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
120.5	112.0	77.4	127.4	86.9	90.1	126.4	128.6
209.3	223.2	147.0	219.2	252.8	191.6	243.5	259.4
507.0	468.4	400.4	343.1	381.9	335.9	808.9	546.3
228.8	236.7	155.6	220.6	236.8	179.8	205.4	240.2
Quebec							
79.9	76.0	57.2	120.6	71.1	74.5	84.0	108.1
119.8	145.4	104.8	212.8	138.0	187.6	181.1	244.3
360.9	344.3	281.1	280.3	250.5	260.9	682.4	420.1
155.0	178.0	114.1	235.7	167.6	226.5	178.2	298.7
Ontario							
97.0	94.8	75.6	118.1	88.9	85.9	96.4	109.8
161.3	204.8	131.6	186.6	179.9	171.6	162.6	207.9
419.4	412.3	330.1	298.2	242.4	311.1	652.1	380.8
215.4	259.6	144.9	211.5	195.1	193.6	177.2	237.6
Prairie Provinces							
79.5	81.1	78.5	112.2	78.8	73.7	92.0	109.0
166.7	171.4	160.1	203.4	216.9	196.7	198.6	287.5
357.8	341.0	233.5	327.5	246.1	374.3	714.8	376.2
210.8	205.7	195.8	224.6	210.2	202.1	210.4	361.9
British Columbia							
96.1	93.2	113.4	115.8	107.5	80.0	82.0	122.3
174.2	227.8	157.2	243.7	247.3	220.3	178.0	301.8
455.6	375.3	398.5	387.8	322.0	463.5	849.5	503.7
269.4	260.0	199.0	268.1	273.8	297.2	210.8	424.0

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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OTTAWA, CANADA

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RETAIL SALES

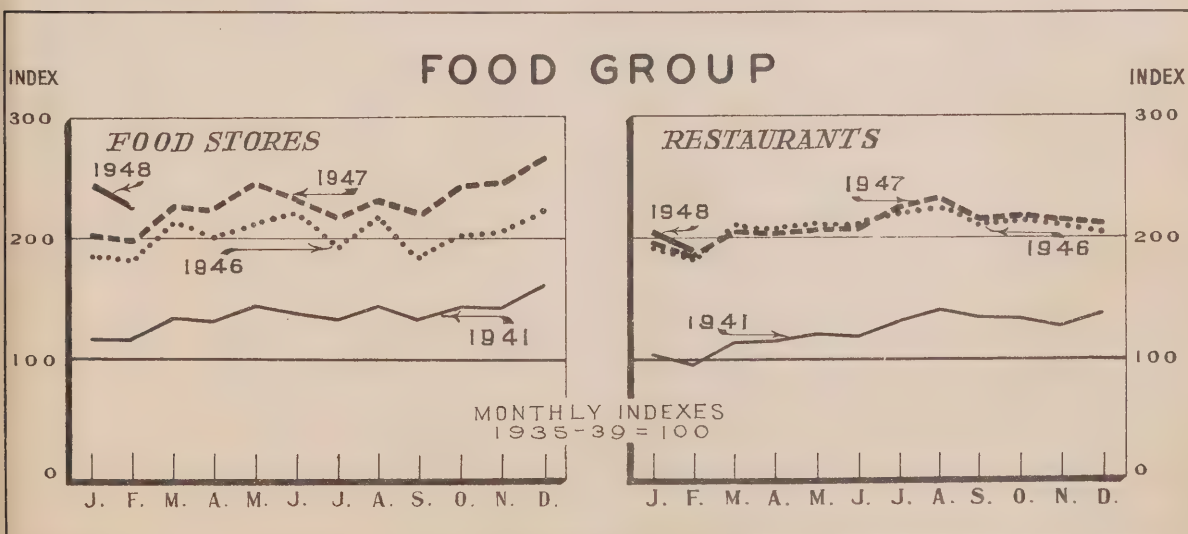
FEBRUARY 1948

Upward Trend Continues

Sales of retail stores in Canada were 9% higher in February this year than in the same month a year ago according to the composite index for fourteen trades. Combining the 18% increase in January with the 9% February gain, sales in the first two months of this year were 13% above the corresponding period of 1947. The decline between January and February of this year was consistent with the normal seasonal trend of sales. Unadjusted general indexes (1935-1939=100) were 198.7 for February, 1948; 183.1 for February, 1947 and 211.8 for January, 1948.

Price Influence Important in Food Sales

Food stores had the largest of the increases for individual trades in the first two months of this year; sales averaged 18% above the corresponding period a year ago. The 14% increase for February was not quite as substantial as a 23% gain recorded in January, but nevertheless ranked high among the gains recorded by various trades. Price increases have undoubtedly been one of the major factors in this trend in food store sales. The chart below depicts the movement in food store sales in recent years. The trend in restaurant receipts is also presented graphically below and illustrates the relative stability in this trade over the past two years.



Department Store Increase Smaller

Department store sales marked up a gain of only 3% in February, an increase which is considerably lower than the January rise of 17%. Sales averaged 9% higher in the two-month period. Other trades within the General Merchandise Group, country general and variety stores, reported sales up 7% and 13% respectively in February, 10% and 15% in the January-February comparison.

Shoe Store Sales Rise Sharply

A feature of the trends in the apparel group was the 18% increase in shoe store sales in February. Sales stood 15% above 1946 in the first two months of the year. Results varied widely in different sections of the country, Quebec and Ontario stores reporting February sales 27% and 28% higher while in other regions changes were small compared with February of last year. Clothing stores showed moderately higher sales in February in all three categories -- men's, women's and family stores. There was a sharp reversal of trend in British Columbia, when declines were quite pronounced in February after apparel stores had scored remarkably high increases in that province in January.

Moderating Increases for Durables

Margin of the increases for household durables has narrowed considerably in recent months. February results show gains of 7% for radio and electrical stores, 4% for furniture stores and 3% for hardware stores. Jewellery store sales fell 2% below February, 1947 volume.

Candy store sales, on the basis of reports from chain companies only, were 5% lower in February and declined 7% in the first two months of the year.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	February, 1948 Compared With						Jan.-Feb., 1948 Compared With							
	February, 1947						Jan.-Feb., 1947							
	CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	Feb. 1941 %	CANADA %	CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %
GENERAL INDEX	+ 8.5	+ 1	+10	+13	+ 2	+ 8	+99.1	- 6.2	+12.7	+ 4	+12	+17	+ 8	+16
General Merchandise Group:														
Country General Stores	+ 7.2	+ 8	+11	+ 9	+ 2	+10	+99.1	- 3.8	+10.4	+ 7	+10	+12	+ 9	+18
Department Stores	+ 3.1	- 9	+ 4	+ 3	+ 2	+10	+105.8	+ 1.5	+ 9.3	- 2	+ 6	+ 9	+10	+18
Variety Stores	+12.9	+ 1	+14	+15	+14	+12	+84.8	+ 1.8	+15.3	+ 5	+15	+18	+14	+19
Food Group:														
Food Stores	+14.3	+ 8	+ 9	+23	+ 5	+13	+93.0	- 7.2	+17.7	+11	+11	+26	+ 9	+17
Restaurants	+ 2.4	-10	+ 5	+ 5	- 3	+ 5	+91.1	- 7.5	+ 2.9	- 8	+ 5	+ 3	- 1	+12
Clothing Group:														
Family Clothing Stores	+ 6.9	+ 2	+13	+11	- 6	+ 2	+131.0	-11.7	+11.8	+ 6	+17	+10	+ 5	+23
Men's Clothing Stores	+ 5.9	- 7	+19	+ 7	+ 5	-13	+111.6	-14.6	+17.6	+ 1	+23	+20	+16	+15
Women's Clothing Stores	+ 6.2	+ 1	+16	+ 7	+ 2	-10	+121.9	-21.6	+14.6	+ 5	+19	+17	+11	+ 4
Shoe Stores	+18.1	+ 7	+27	+28	(a)	- 5	+116.5	- 4.4	+15.4	+ 6	+17	+19	+13	+ 8
Household and Personal Effects Group:														
Drug Stores	+ 9.7	+ 2	+13	+10	+ 8	+11	+86.6	- 6.0	+10.3	+ 1	+12	+11	+ 9	+11
Furniture Stores	+ 3.9	-13	+ 4	+ 9	- 8	+10	+75.2	- 4.2	+ 6.7	-11	+12	+ 9	- 5	+10
Hardware Stores	+ 2.5	- 1	+ 4	+10	- 7	- 1	+148.9	- 9.3	+ 7.7	- 2	+11	+11	- 1	+15
Jewellery Stores (b)	- 2.0	-22	+10	- 2	- 3	- 6	+80.2	-12.1	+ 2.3	-19	+ 6	+ 4	+ 3	+ 6
Radio and Electrical Stores	+ 6.5	-11	+14	(a)	+13	+13	+131.9	-14.0	+13.8	- 9	+18	+ 8	+19	+26

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

February, 1947 and February, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES		INVENTORY(*)	
	Feb. 1947	Feb. 1948	% Change, 1948/1947	% Change, Jan. 31, 1948 Jan. 31, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	33,887,963	34,817,950	+ 2.7	+13.6
1. Women's dresses, coats and suits ...	3,563,512	3,656,393	+ 2.6	- 9.9
2. Girls' and infants' wear	1,032,600	1,027,086	- 0.5	- 1.2
3. Hosiery and gloves	1,257,414	1,086,675	-13.6	+16.1
4. Lingerie and corsets	1,369,121	1,339,144	- 2.2	+25.2
5. Millinery	256,970	271,374	+ 5.6	-18.0
6. Women's and children's apparel - (Total, 1-5)	7,479,617	7,380,672	- 1.3	- 0.2
7. Men's and boys' clothing and furnishings	3,133,297	3,068,827	- 2.1	+25.9
8. Drugs and toilet articles and preparations	940,241	966,349	+ 2.8	-11.3
9. Piece goods	3,230,090	2,983,978	- 7.6	+30.3
10. Smallwares	1,247,041	1,265,813	+ 1.5	+18.1
11. Food and kindred products	2,825,946	3,644,529	+29.0	+30.5
12. Furniture (including mattresses and springs)	2,487,919	2,550,543	+ 2.5	+ 5.7
13. Home furnishings	2,917,783	3,048,717	+ 4.5	+35.6
14. Household appliances and electrical supplies	1,228,096	1,526,198	+24.3	+50.7
15. Hardware and kitchen utensils	1,577,602	1,595,635	+ 1.1	- 2.4
16. Radios, musical instruments and supplies	797,264	637,818	-20.0	+33.9
17. Shoes and other footwear	1,826,063	1,868,674	+ 2.3	+16.9
18. Stationery, books and magazines	622,175	661,767	+ 6.4	-10.3
19. All other departments, total	3,574,829	3,618,430	+ 1.2	- 0.2

(*) Please observe that these comparisons are based on the inventory situation at the beginning of February in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
February, 1941	99.8	126.4	82.1	110.8	94.8	126.1	103.8	153.6
February, 1943	129.4	164.0	110.2	149.1	116.2	154.5	139.1	206.0
February, 1945	146.7	185.6	127.6	172.4	136.2	181.0	151.0	223.6
February, 1947	183.1	233.3	152.5	204.9	189.3	251.7	169.9	251.6
January, 1948	211.8	248.6	170.0	214.1	192.2	254.0	188.5	277.0
February, 1948	198.7	251.7	163.5	219.6	195.1	259.3	191.8	283.9

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
February, 1941	117.0	127.3	98.6	111.6	76.8	118.7	82.0	138.8
February, 1943	148.3	161.4	149.1	168.9	116.0	179.2	111.7	177.7
February, 1945	167.4	182.3	171.4	194.0	127.1	196.4	122.3	194.7
February, 1947	197.5	215.0	183.9	208.2	166.0	256.5	163.9	260.8
January, 1948	243.3	236.8	203.6	212.9	200.9	279.5	203.2	264.5
February, 1948	225.8	245.8	188.4	208.8	177.4	274.1	173.5	276.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
February, 1941	80.9	139.1	64.9	109.8	112.5	124.8	107.7	138.0
February, 1943	127.0	202.0	126.3	213.5	148.8	165.1	94.2	120.8
February, 1945	139.1	221.3	108.7	183.7	167.8	186.1	112.4	144.1
February, 1947	169.1	269.1	119.0	201.1	191.4	212.3	181.6	232.8
January, 1948	229.0	303.6	147.0	191.7	223.4	230.7	197.0	284.4
February, 1948	179.5	285.6	140.5	237.5	209.9	228.7	188.7	241.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
February, 1941	76.5	140.2	93.0	133.5	107.7	139.6
February, 1943	97.7	178.9	128.4	184.3	103.1	133.5
February, 1945	119.3	218.6	168.1	241.4	92.7	120.1
February, 1947	185.7	340.2	171.0	245.6	234.5	303.8
January, 1948	210.0	338.1	190.6	267.0	290.4	347.4
February, 1948	190.4	348.7	167.6	240.6	249.8	323.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
February, 1941	103.0	95.0	100.6	125.2	117.1	141.2	86.1
February, 1947	197.1	182.9	188.2	176.1	212.6	204.2	187.3
January, 1948	209.3	199.1	157.6	174.9	243.9	195.2	224.7
February, 1948	199.3	197.4	171.5	177.9	228.9	183.5	190.2
Quebec							
February, 1941	101.1	84.9	95.8	106.4	117.4	102.1	78.1
February, 1947	185.0	149.7	204.6	199.7	200.5	182.9	174.7
January, 1948	206.9	161.5	199.6	222.6	229.6	207.7	198.7
February, 1948	202.6	166.3	212.7	226.8	219.1	192.5	196.5
Ontario							
February, 1941	102.3	84.6	95.6	99.8	120.7	96.7	77.4
February, 1947	181.6	154.8	192.6	158.9	197.0	181.3	137.8
January, 1948	218.1	171.3	186.8	177.4	265.2	197.1	176.0
February, 1948	204.3	169.2	198.9	182.6	241.6	190.1	152.9
Prairie Provinces							
February, 1941	88.7	72.8	90.8	102.6	104.3	92.9	64.3
February, 1947	173.0	137.3	174.2	158.5	187.5	182.3	189.8
January, 1948	196.1	154.1	190.2	182.2	212.8	197.3	225.2
February, 1948	177.0	139.8	177.7	179.9	196.0	176.7	178.7
British Columbia							
February, 1941	100.6	84.1	97.3	96.0	116.0	85.6	81.2
February, 1947	196.6	165.3	196.9	150.6	188.5	186.8	179.4
January, 1948	238.0	207.0	226.0	170.1	229.3	234.5	247.4
February, 1948	212.0	181.4	216.6	168.4	213.5	196.0	182.5

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
106.1	94.6	74.0	125.0	98.4	80.8	130.0	128.6
181.9	197.0	138.4	212.8	241.2	166.0	237.1	220.7
225.3	244.1	155.2	220.8	231.1	184.7	203.6	240.2
170.0	198.2	147.6	217.3	209.1	164.2	184.8	197.5
Quebec							
75.1	83.9	54.4	113.3	101.6	77.9	81.7	106.9
128.5	151.5	90.9	196.0	162.1	197.9	156.0	252.0
153.3	177.9	113.9	235.7	168.3	222.6	187.1	299.2
153.1	175.6	115.4	222.2	168.0	206.3	170.9	286.1
Ontario							
85.8	80.3	64.4	113.1	110.1	76.2	95.1	107.6
167.9	173.2	113.0	179.2	176.7	161.6	163.9	212.0
214.1	256.2	146.5	210.9	195.8	193.2	178.8	242.6
180.1	184.7	144.8	196.6	193.3	177.5	160.8	211.9
Prairie Provinces							
71.8	72.7	71.3	107.3	96.3	71.6	83.9	101.3
173.3	163.8	127.7	191.7	186.7	193.4	174.6	263.6
210.6	204.9	195.9	224.5	210.5	206.9	213.9	357.2
182.4	166.9	127.9	207.1	171.9	179.9	168.6	297.8
British Columbia							
76.5	82.2	87.1	108.3	139.3	86.0	97.5	110.0
215.9	194.7	216.5	234.0	228.3	270.1	188.1	263.1
260.0	264.7	198.8	269.2	274.4	295.1	210.1	411.8
187.0	174.7	206.1	260.2	250.2	267.8	176.5	297.2

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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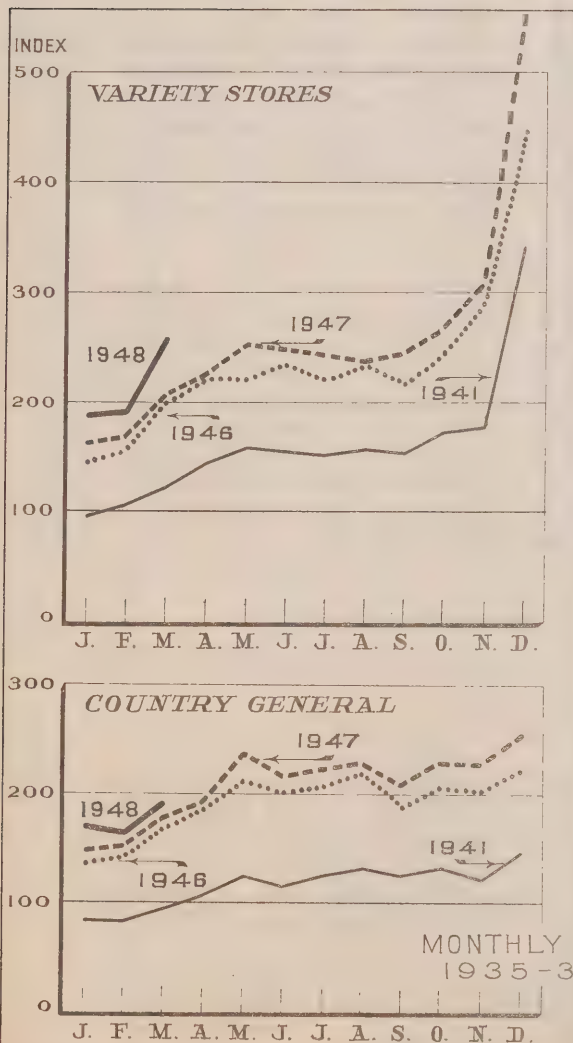
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RETAIL SALES MARCH 1948



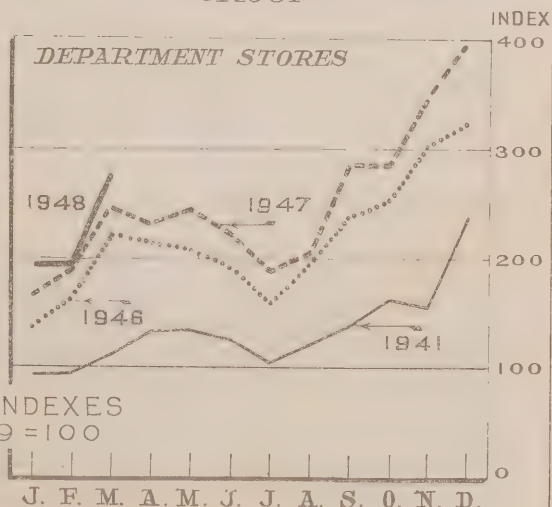
Easter Trade Raises March Sales

Dollar volume of retail trade in March was 9% higher than in March, 1947, according to the composite index for 14 kinds of business. The influence of Easter buying was an appreciable factor in a 23% gain over February of this year. Sales averaged 11% greater in the first quarter of 1948 compared with the same period of last year. Unadjusted indexes (on the base, 1935-1939=100) were as follows: 244.2 for March, 1948, 223.3 for March, 1947 and 198.5 for February, 1948.

Variety Store Increases Move Ahead

Variety stores have enjoyed a rapidly increasing patronage in the past several months, and sales increases for these outlets have been quite prominent in all parts of the

GENERAL MERCHANDISE GROUP



country. March sales showed a gain of 24% over March a year ago, and sales averaged 18% higher in the first three months of this year over last. Other trades in the general merchandise line - department stores and country general stores - recorded gains of 12% and 7% respectively in March.

Emphasis Shifts to Non-durables

The balance between consumer expenditures on durable and non-durable merchandise shifted in favor of the latter a few months ago, and this tendency was well marked in March trading. A substantial part of the department store sales increase was accounted for by apparel and food departments; variety store volume is almost exclusively in non-durable goods; and the greatest expansion among individual trades outside the general merchandise group was in apparel. Family clothing stores constituted an exception, sales being up only 7% over March, 1947. Men's wear, ladies' specialty and shoe stores recorded increases ranging from 12% to 15% in March.

On the other hand, there was no pronounced increase in the activity of stores dealing chiefly in durable goods. Radio and electrical stores reported sales 11% higher in March this year over March, 1947. Hardware store sales were practically unchanged, while furniture merchants sustained a 9% decline in sales below March, 1947. The margin of increase for jewellery stores was about the same as in earlier months of the year when March sales were 4% higher than last year's total for the same month.

Food Store Sales 15% Higher In First Quarter

Increases for food stores, among the most prominent for several months past, showed some moderation in March. This may be due mainly to the fact that there were only four weekends in March this year and five in March a year ago. Sales were 11% above March, 1947 sales, and the cumulative comparison showed a gain of 15% for the first three months of the year. Increases recorded by food chains during the past year have far exceeded those for independent food merchants. Separate results for these two divisions of the trade are not presented in this report, but appear in the Bureau's monthly publication "Current Trends in Food Distribution".

Restaurant receipts maintained an even course with sales up 4% in March and 3% in the three-month period of this year over 1947.

Candy store sales moved briskly up, sales gaining 48% over March, 1947.

Business Holds Up Well in Ontario

Sales in Ontario stores averaged 15% higher in March and 16% in the first three months of this year compared with last year. Expansion in the Prairie Provinces has tapered off rather sharply in recent months. Sales in that region were up 17% in January, the increase was reduced to 2% in February, but March results show no change from a year ago. A weakness in durable goods sales was the chief cause of the reduced rate of increase.

Revision - In the January, 1948 report on Retail Sales, restaurant receipts were erroneously reported to be 21% higher than in January, 1947. The increase should have been reported as 12%.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	March, 1948 Compared With						Jan.-March, 1948 Compared With							
	March, 1947						Jan.-March, 1947							
	March 1941			Feb. 1948			March 1941			Feb. 1948				
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.		
	%	%	%	%	%	%	%	%	%	%	%	%		
GENERAL INDEX	+ 9.4	+ 5	+ 8	+15	(a)	+13	+108.2	+23.0	+11.4	+ 4	+10	+16	+ 5	+15
General Merchandise Group:														
Country General Stores	+ 7.1	+ 6	+10	+11	+ 2	+11	+102.0	+17.7	+ 9.1	+ 7	+10	+12	+ 6	+15
Department Stores	+10.3	+ 6	+ 2	+19	+ 3	+17	+147.0	+41.3	+ 9.7	+ 2	+ 5	+13	+ 7	+18
Variety Stores	+23.6	+17	+26	+26	+16	+17	+113.2	+34.5	+18.5	+ 9	+19	+21	+15	+18
Food Group:														
Food Stores	+10.9	+ 7	+ 8	+17	+ 2	+10	+ 88.0	+12.7	+15.0	+10	+10	+22	+ 7	+15
Restaurants	+ 3.7	-13	+10	+ 7	- 6	+ 7	+ 86.9	+12.9	+ 3.2	- 9	+ 6	+ 5	- 3	+ 8
Clothing Group:														
Family Clothing Stores	+ 6.8	+ 6	+11	+11	-11	+ 9	+133.1	+32.7	+10.3	+ 6	+14	+11	+ 1	+20
Men's Clothing Stores	+11.9	- 2	+17	+17	- 2	+ 4	+133.2	+41.5	+15.2	(a)	+20	+19	+ 8	+11
Women's Clothing Stores	+15.0	(a)	+11	+21	+ 4	+19	+147.9	+58.6	+14.7	+ 3	+15	+18	+ 8	+10
Shoe Stores	+14.5	+ 1	+ 9	+25	+ 7	+ 2	+120.7	+51.4	+15.0	+ 3	+13	+22	+10	+ 6
Household and Personal Effects Group:														
Drug Stores	+ 7.1	+ 4	+ 4	+ 9	+ 6	+ 9	+ 83.3	+ 7.5	+ 9.3	+ 2	+ 9	+11	+ 8	+11
Furniture Stores	- 8.5	-21	-15	+ 2	-18	- 4	+ 68.0	+ 9.1	+ 0.3	-15	+ 1	+ 6	-10	+ 3
Hardware Stores	+ 0.1	- 9	+10	+ 3	-13	+ 1	+145.6	+23.5	+ 4.9	- 6	+12	+ 8	- 5	+10
Jewellery Stores (b)	+ 3.5	- 2	+ 7	+ 1	- 4	+21	+ 83.4	+18.9	+ 2.7	-14	+ 7	+ 2	(a)	+13
Radio and Electrical Stores	+10.6	+16	+12	+ 8	-12	+51	+148.7	+17.1	+13.1	(a)	+16	+ 8	+ 7	+38

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORY IN CANADA, BY SELECTED DEPARTMENTS

March, 1947 and March, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	S A L E S			INVENTORY(±)
	March, 1947	March, 1948	% Change, 1948/1947	% Change, Feb. 28, 1948 Feb. 28, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	45,992,614	50,401,503	+ 9.6	+20.3
1. Women's dresses, coats and suits.	5,917,803	6,488,260	+ 9.6	+ 3.7
2. Girls' and infants' wear	1,981,275	2,126,903	+ 7.4	+ 3.5
3. Hosiery and gloves	1,606,193	1,714,915	+ 6.8	+22.7
4. Lingerie and corsets	1,674,722	1,946,574	+16.2	+28.4
5. Millinery	316,796	733,679	+18.9	-12.9
6. Women's and children's apparel- (Total, 1-5)	11,796,789	13,010,330	+10.3	+ 8.8
7. Men's and boys' clothing and furnishings	5,094,333	5,679,670	+11.5	+37.9
8. Drugs and toilet articles and preparations	1,019,028	1,052,829	+ 3.3	- 9.9
9. Piece goods	3,663,247	4,097,266	+11.8	+46.4
10. Smallwares	1,519,747	1,543,652	+ 1.6	+18.4
11. Food and kindred products	3,172,655	4,085,476	+28.8	+33.9
12. Furniture (including mattresses and springs	3,128,899	2,846,958	- 9.0	+10.2
13. Home furnishings	3,597,042	3,925,736	+ 9.1	+38.3
14. Household appliances and electrical supplies	1,532,693	1,998,970	+30.4	+49.8
15. Hardware and kitchen utensils ..	2,415,893	2,358,948	+ 6.3	+ 4.1
16. Radios, musical instruments and supplies	849,555	717,197	-15.6	+21.6
17. Shoes and other footwear	3,097,483	3,543,376	+14.4	+21.2
18. Stationery, books and magazines .	762,150	690,350	- 9.4	- 7.5
19. All other departments, total	4,340,100	4,850,745	+ 6.8	+10.4
[2] Comparisons are based on inventories at the beginning of March in the two years.				

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
March, 1941	117.3	126.5	95.0	111.8	111.6	125.0	121.0	150.9
March, 1943	149.0	163.9	123.7	145.4	145.4	164.3	153.5	198.8
March, 1945	194.3	201.9	158.2	179.6	200.5	215.5	208.6	234.4
March, 1947	223.3	238.7	179.1	210.1	249.8	274.5	208.7	255.9
February, 1948	198.5	251.4	163.1	219.2	195.1	259.3	191.8	283.9
March, 1948	244.2	267.2	191.9	225.0	275.6	298.4	258.0	313.1

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
March, 1941	134.7	126.9	114.1	115.9	102.6	122.9	105.0	130.6
March, 1943	166.1	163.3	171.2	172.7	135.0	169.3	137.0	170.6
March, 1945	201.2	188.3	196.0	196.4	217.1	228.6	207.0	218.8
March, 1947	228.5	215.4	205.5	210.0	223.9	252.1	218.9	238.6
February, 1948	224.7	244.6	188.8	209.2	180.3	278.6	173.1	275.4
March, 1948	253.3	260.0	213.2	215.1	239.2	268.8	244.9	279.4

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
March, 1941	114.7	135.7	96.2	127.8	123.7	125.6	119.8	139.6
March, 1943	155.6	189.2	135.3	192.9	159.6	162.6	111.8	130.3
March, 1945	259.5	260.7	226.0	243.2	188.4	186.5	144.0	166.5
March, 1947	247.2	274.4	185.4	226.3	211.8	213.7	219.9	253.3
February, 1948	179.3	285.3	140.2	237.1	210.9	229.8	184.5	236.5
March, 1948	284.3	301.5	212.3	254.5	226.8	231.0	201.3	242.8

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
March, 1941	96.3	134.9	108.5	141.8	119.1	139.1
March, 1943	117.7	161.3	144.6	182.1	111.2	125.0
March, 1945	167.4	230.1	204.3	267.2	111.7	130.4
March, 1947	236.3	323.6	192.2	251.3	267.7	312.5
February, 1948	191.5	350.7	167.4	240.4	253.0	327.9
March, 1948	236.5	335.3	199.0	260.3	296.2	345.9

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
March, 1941	123.2	98.1	152.9	156.0	129.6	162.9	105.1
March, 1947	233.4	193.0	287.6	213.7	229.4	230.3	224.9
February, 1948	199.6	198.1	171.5	177.9	229.2	191.8	188.8
March, 1948	243.5	204.3	304.7	250.4	245.7	201.1	238.9
Quebec							
March, 1941	121.6	104.4	116.1	122.2	137.7	115.5	105.9
March, 1947	235.6	189.3	297.7	252.2	275.6	200.6	261.4
February, 1948	201.9	166.4	212.7	226.8	217.6	192.5	196.0
March, 1948	251.0	208.1	304.5	318.5	254.9	219.7	289.5
Ontario							
March, 1941	120.8	97.5	112.1	117.5	139.3	114.8	106.6
March, 1947	214.8	172.5	223.4	193.0	227.7	200.5	184.3
February, 1948	203.7	169.2	198.9	182.6	239.5	189.7	154.0
March, 1948	247.5	190.7	265.8	243.4	265.5	215.3	204.4
Prairie Provinces							
March, 1941	102.9	85.2	104.3	116.2	118.5	106.5	85.2
March, 1947	218.7	165.1	252.6	197.3	218.2	214.0	232.6
February, 1948	177.4	139.2	177.7	179.9	197.2	177.9	192.1
March, 1948	215.5	168.4	259.4	229.4	222.6	201.3	207.3
British Columbia							
March, 1941	117.6	98.8	119.6	105.6	131.0	96.0	100.7
March, 1947	235.1	203.0	251.3	174.9	222.2	205.9	214.6
February, 1948	212.8	178.2	216.6	168.4	213.6	194.4	194.5
March, 1948	264.4	225.1	284.2	204.9	243.7	219.5	233.2

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
128.5	123.0	96.4	138.3	110.7	87.4	145.3	130.9
228.6	269.0	198.4	232.0	311.6	213.4	224.2	233.6
170.7	195.3	143.3	218.2	206.5	158.5	184.8	204.0
224.6	268.4	199.7	240.7	247.3	194.2	220.6	270.3
Quebec							
100.4	105.9	85.2	126.0	126.2	103.5	103.3	123.8
206.9	236.2	174.5	217.5	205.8	253.2	214.1	285.8
151.7	173.5	113.5	222.6	167.1	210.4	172.2	233.9
242.3	263.0	190.6	226.1	174.3	278.9	228.0	320.4
Ontario							
110.6	115.5	99.2	124.9	122.0	93.2	110.7	116.0
224.6	249.8	178.7	197.4	203.6	206.9	168.6	240.8
181.6	186.0	146.4	197.7	188.5	177.2	157.6	213.7
262.0	301.1	223.4	215.4	207.4	213.8	170.3	259.0
Prairie Provinces							
90.6	110.1	95.2	115.3	97.1	88.3	102.1	118.3
212.8	235.0	177.8	219.4	221.7	245.0	213.0	325.4
175.1	165.6	126.0	207.6	170.7	182.1	167.7	293.3
209.0	245.4	190.2	231.7	181.5	212.9	205.5	287.4
British Columbia							
89.1	138.9	117.0	116.8	115.3	123.8	93.9	119.3
224.4	275.0	254.0	249.9	273.3	333.6	194.0	284.3
189.0	175.1	206.8	263.0	231.6	269.4	187.9	326.8
233.5	325.9	257.8	273.3	263.1	337.4	234.5	429.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES

by Selected Departments

JANUARY-MARCH, 1947 AND JANUARY-MARCH, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES		
	Jan.-Mar., 1947	Jan.-Mar., 1948	% Change, 1948/1947
	\$	\$	
TOTAL, ALL DEPARTMENTS	107,996,284	117,848,262	+ 9.1
1. Women's dresses, coats and suits .	12,711,756	13,813,495	+ 8.7
2. Girls' and infants' wear	3,736,062	3,965,810	+ 6.1
3. Hosiery and gloves	3,879,375	3,761,607	- 3.0
4. Lingerie and corsets	4,036,316	4,380,657	+ 8.5
5. Millinery	1,074,153	1,218,737	+13.5
6. Women's and children's apparel - (Total, 1-5)	25,437,662	27,140,306	+ 6.7
7. Men's and boys' clothing and furnishings	10,825,603	11,817,872	+ 9.2
8. Drugs and toilet articles and preparations	2,808,188	3,011,883	+ 7.3
9. Piece goods	9,553,828	9,954,186	+ 4.2
10. Smallwares	3,814,798	4,037,504	+ 5.8
11. Food and kindred products	8,761,535	11,482,046	+31.1
12. Furniture (including mattresses and springs)	7,678,204	7,729,493	- 0.7
13. Home furnishings	8,525,761	9,422,831	+10.5
14. Household appliances and electrical supplies	3,699,925	4,870,794	+31.6
15. Hardware and kitchen utensils	5,010,789	5,375,678	+ 7.3
16. Radios, musical instruments and supplies	2,353,497	2,008,073	-14.7
17. Shoes and other footwear	6,642,394	7,178,496	+ 8.1
18. Stationery, books and magazines ..	1,929,728	1,976,965	+ 2.4
19. All other departments, total	1,954,372	11,842,135	+ 8.1

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RETAIL SALES

APRIL 1948

Retail Trade Up 13% in April

A gain of 13% in retail trade occurred in April, 1948 compared with April, 1947. This advance conformed closely with the average percentage rise in earlier months of the year, sales in the first four months of 1948 standing 12% above those in the same period of last year. Unadjusted general index for 14 retail trades stood at 254.5 for April, 1948, 224.5 for April, 1947, and 244.2 for March, 1948.

Department and Food Stores Strongly Influence Average Increase

Department stores continued the series of marked increases of the past months when sales moved 20% above April, 1947 volume. Women's apparel shops ranked second with a gain of 19% and were followed by food and men's clothing stores with increases of 15% and 14% respectively. Only these four trades recorded gains exceeding the average rise in sales, each of the remaining 10 trades reporting increases of smaller proportions. The department and food store trades have more effective weights than the other trades and their higher-than-average increases, therefore, raised the overall increase for the general index.

On the whole, gains for the individual trades in April were strikingly similar to their average gains for earlier months of the year with little indication of any recent shift in the pattern of consumer purchases. Recently, soft goods have been absorbing larger proportions of the sales dollar than durables, increases for food and apparel remaining well ahead of those for furniture, radio and electrical, hardware and jewellery.

Price 10 cents

Candy Store Results Affected by Easter Factor

Candy stores are not represented in the general index, but a review of sales for a group of chain candy firms showed sales 35% lower in April this year compared with April a year ago. This decline was largely accounted for by the difference in the date of Easter in the last two years. The greater part of the customary Easter trade occurred in March this year when sales were 48% above March, 1947. Candy store sales in the first four months of this year were about the same as in the corresponding period of 1947.

Widest Gains in British Columbia and Ontario

British Columbia and Ontario continued to lead other regions in the extent of expansion in sales volume. British Columbia had a gain of 23% for April and 17% in cumulative results for the four-month period. Sales increased 15% in April in Ontario and averaged 15% higher in the January-to-April period. Gains thus far in 1948 have been moderate in the Maritime Provinces and Prairie Provinces, and results for individual trades show several declines.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	April, 1948 Compared With						Jan.-April, 1948 Compared With							
	April, 1947						Jan.-April, 1947							
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.		
	%	%	%	%	%	%	%	%	%	%	%	%		
GENERAL INDEX	+13.4	+10	+13	+15	+8	+23	+92.9	+4.2	+12.0	+6	+11	+16	+6	+17
General Merchandise Group:														
Country General Stores	+7.7	+8	+14	+13	-1	+12	+91.4	+8.0	+8.7	+7	+11	+12	+4	+14
Department Stores	+19.8	+24	+16	+17	+20	+30	+111.0	+1.4	+12.6	+8	+8	+14	+11	+21
Variety Stores	+8.7	-1	+14	+10	-1	+8	+70.9	-5.0	+15.8	+7	+18	+18	+10	+16
Food Group:														
Food Stores	+14.8	+12	+11	+19	+13	+16	+95.6	+2.1	+15.0	+10	+10	+21	+9	+15
Restaurants	+4.8	-6	+10	+8	-5	+7	+86.0	+2.0	+3.6	-8	+7	+5	-3	+7
Clothing Group:														
Family Clothing Stores	+11.9	+8	+22	+4	-1	+22	+83.6	+18.9	+11.1	+7	+17	+8	+3	+20
Men's Clothing Stores	+14.3	+9	+23	+11	+10	+24	+79.0	+6.9	+15.0	+3	+21	+16	+8	+14
Women's Clothing Stores	+18.9	+5	+21	+19	+14	+28	+81.0	+8.0	+16.0	+4	+17	+19	+10	+15
Shoe Stores	+12.0	-4	+10	+19	+1	+11	+64.6	+13.2	+14.4	+1	+12	+22	+7	+7
Household and Personal Effects Group:														
Drug Stores	+9.3	+3	+8	+12	+5	+14	+82.7	-2.5	+9.3	+2	+9	+11	+7	+12
Furniture Stores	+8.8	-4	+7	+8	-1	+43	+68.5	+18.3	+2.9	-12	+3	+6	-8	+13
Hardware Stores	+10.5	+3	+26	+17	-11	+16	+118.1	+26.9	+6.7	-3	+16	+11	-7	+12
Jewellery Stores (a)	+0.2	-8	-17	+5	+4	+28	+65.9	-7.0	+2.3	-12	+1	+3	+2	+16
Radio and Electrical Stores	+11.4	+15	-3	+8	-5	+75	+104.8	+2.1	+12.5	+5	+11	+7	+4	+48

(a) Based on sales including the Federal Tax introduced in June, 1942.

RETAIL SALES CHARTS

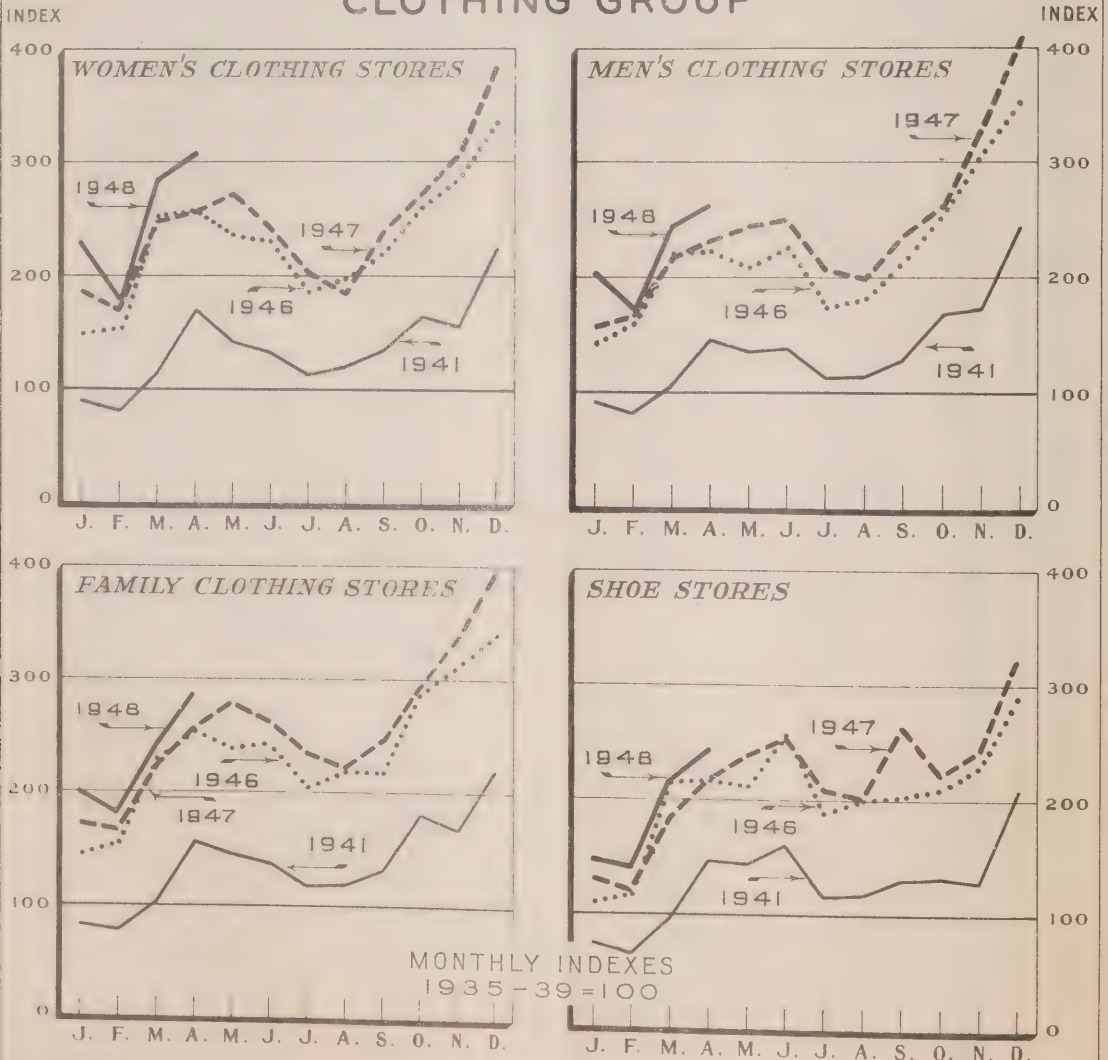
The charts in this report are the fourth and fifth in a series depicting retail sales trends since 1941, the last Census year. A complete record of major changes in retail trade is obtained from the assembled series of charts. Other groups of stores were covered in earlier issues of "Retail Sales". Unadjusted indexes, revealing seasonal fluctuations characteristic of various trades, are used throughout.

The series (MR-1 to MR-5) will be reproduced in subsequent issues with more recent material plotted.

Indexes are based on dollar volume of sales, without adjustment for price changes or for seasonal variations.

All indexes are on the base--average monthly sales in 1935-1939=100.

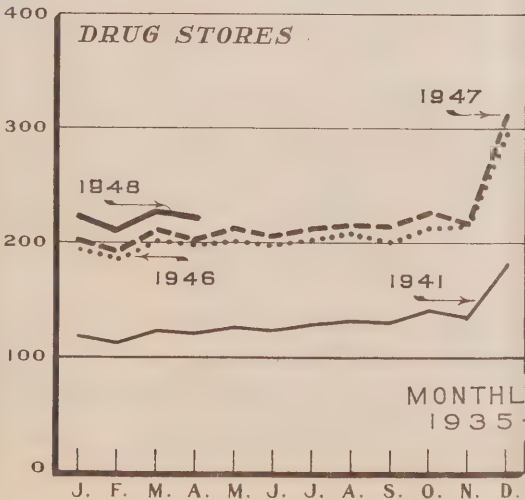
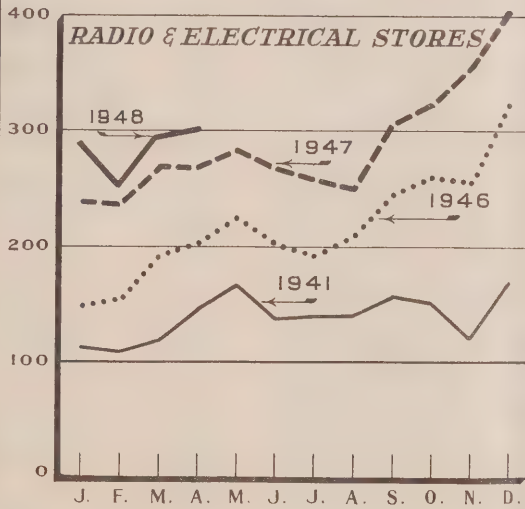
CLOTHING GROUP



HOUSEHOLD & PERSONAL EFFECTS GROUP

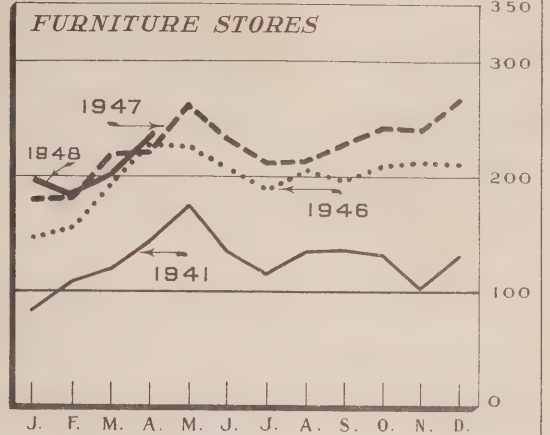
MONTHLY INDEXES OF
RETAIL SALES (1935-39=100)
OF STORES HANDLING—
HOUSEHOLD DURABLES,
DRUGS AND JEWELLERY.

INDEX

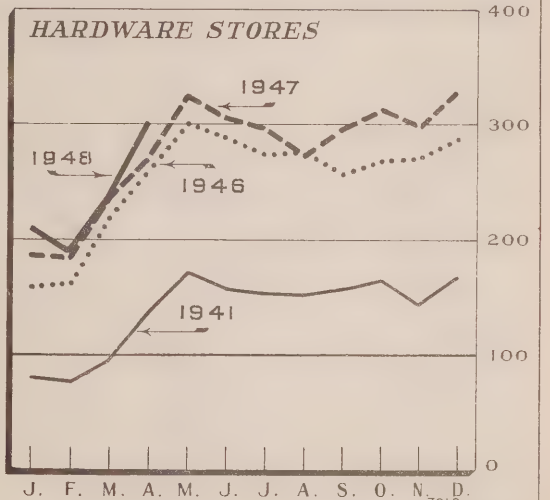


MONTHLY INDEXES
1935-39=100

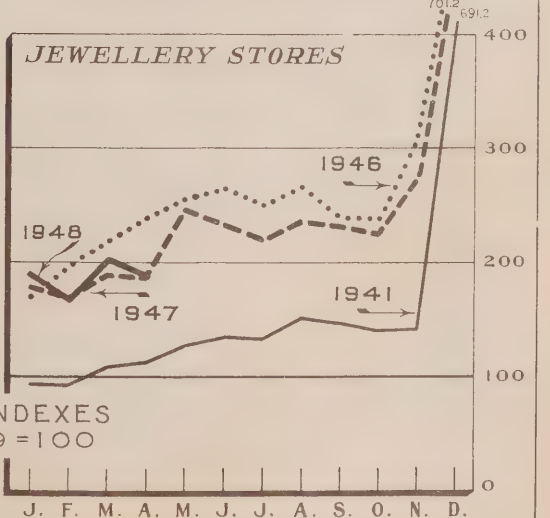
FURNITURE STORES



HARDWARE STORES



JEWELLERY STORES



DEPARTMENT STORE SALES AND INVENTORY IN CANADA, BY SELECTED DEPARTMENTS

April, 1947 and April, 1948

These figures are derived from a survey of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	April, 1947	April, 1948	% Change, 1948/1947	% Change, Mar. 31, 1948 Mar. 31, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	43,475,111	52,365,997	+20.0	+21.4
1. Women's dresses, coats and suits .	5,129,775	6,709,295	+30.8	+ 8.9
2. Girls' and infants' wear	1,681,569	2,010,800	+19.6	+ 2.2
3. Hosiery and gloves	1,518,013	1,661,364	+ 9.4	+23.4
4. Lingerie and corsets	1,536,328	1,839,461	+19.7	+22.4
5. Millinery	646,536	681,776	+ 5.5	-25.1
6. Women's and children's apparel - (Total, 1-5)	10,512,221	12,902,696	+22.7	+10.0
7. Men's and boys' clothing and furnishings	4,689,389	5,535,534	+18.0	+34.2
8. Drugs and toilet articles and preparations	953,348	1,051,027	+10.2	- 7.1
9. Piece goods	3,103,711	3,843,132	+23.8	+46.2
10. Smallwares	1,448,190	1,476,364	+ 1.9	+19.6
11. Food and kindred products	3,340,742	4,222,089	+26.4	+32.8
12. Furniture (including mattresses and springs)	3,091,073	3,326,854	+ 7.6	+10.5
13. Home furnishings	3,504,314	4,423,161	+26.2	+36.4
14. Household appliances and electrical supplies	1,471,383	2,092,957	+42.2	+41.1
15. Hardware and kitchen utensils	2,316,509	2,931,722	+26.6	+10.3
16. Radios, musical instruments and supplies	707,858	627,573	-11.3	+13.9
17. Shoes and other footwear	3,017,751	3,665,769	+21.5	+25.5
18. Stationery, books and magazines ..	742,843	595,846	-19.8	+ 2.4
19. All other departments, total	4,574,770	5,471,273	+19.6	+15.9

* Comparisons are based on inventories at the beginning of April in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
April, 1941	131.9	132.8	108.2	117.0	132.2	133.4	143.4	157.0
April, 1943	165.6	163.4	141.2	151.0	157.9	153.5	182.9	198.6
April, 1945	174.7	179.7	160.7	178.9	164.8	171.7	179.5	212.9
April, 1947	224.5	229.0	192.3	208.3	232.8	238.6	225.5	252.6
March, 1948	244.2	267.3	191.7	224.8	275.0	297.8	257.9	313.0
April, 1948	254.5	251.1	207.1	221.8	278.9	279.4	245.1	280.4

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
April, 1941	132.2	136.5	116.8	117.3	156.6	136.3	146.7	143.2
April, 1943	172.0	174.2	173.9	173.5	194.9	164.8	186.8	165.4
April, 1945	181.6	185.3	192.4	195.9	184.7	172.8	166.9	160.9
April, 1947	225.2	234.6	207.3	207.5	257.0	231.8	229.8	219.1
March, 1948	253.2	259.9	212.9	214.8	241.8	271.7	245.6	280.2
April, 1948	258.6	250.7	217.2	216.7	287.5	260.7	262.6	246.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
April, 1941	170.1	135.6	147.8	117.7	121.0	125.3	143.0	132.1
April, 1943	213.9	166.5	185.7	145.0	156.8	161.8	133.8	124.1
April, 1945	200.1	175.7	179.2	161.2	174.8	184.0	158.9	146.8
April, 1947	258.9	214.6	217.3	186.7	202.2	210.7	221.5	207.9
March, 1948	284.9	302.1	215.0	257.8	226.7	230.9	203.7	245.7
April, 1948	307.8	260.9	243.3	208.7	221.1	228.1	240.9	214.7

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
April, 1941	137.8	135.0	112.8	137.0	143.8	149.7
April, 1943	148.5	145.6	160.3	194.7	116.9	119.2
April, 1945	192.0	187.5	187.1	227.2	108.0	111.1
April, 1947	271.5	270.6	186.7	226.7	28.0	275.3
March, 1948	236.5	335.3	201.2	263.1	294.5	343.8
April, 1948	300.1	284.1	187.1	218.4	300.6	306.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1939 - 1940)
 (Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Department	Family Clothing
Maritime Provinces							
April, 1941	138.1	103.6	144.2	184.1	124.3	164.3	156.9
April, 1947	239.5	209.1	253.1	243.3	228.4	232.1	275.7
March, 1948	243.9	204.7	304.7	250.4	244.5	200.4	242.2
April, 1948	262.4	225.4	313.9	241.6	255.7	218.5	298.9
Quebec							
April, 1941	159.6	117.9	143.6	149.2	135.7	118.2	177.2
April, 1947	238.4	201.9	267.8	267.4	242.8	179.5	289.7
March, 1948	244.1	201.2	244.1	216.8	248.3	218.9	289.5
April, 1948	244.1	201.2	244.1	216.8	248.3	218.9	289.5
Ontario							
April, 1941	177.3	180.4	222.9	208.2	222.6	199.8	221.3
April, 1947	217.3	180.4	222.9	208.2	222.6	199.8	221.3
March, 1948	246.9	190.6	264.6	243.2	264.7	214.9	203.5
April, 1948	246.9	190.6	264.6	243.2	264.7	214.9	203.5
Prairie Provinces							
April, 1941	117.8	102.5	121.4	145.6	115.6	112.2	128.7
April, 1947	219.7	185.5	224.9	228.1	211.2	216.9	269.7
March, 1948	220.5	168.3	259.4	229.4	223.7	201.7	226.4
April, 1948	236.6	183.7	270.5	221.8	238.5	205.7	266.7
British Columbia							
April, 1941	122.8	105.2	121.7	177.7	141.8	95.8	115.2
April, 1947	224.7	194.7	230.4	177.5	215.4	201.2	217.3
March, 1948	264.6	224.2	294.0	204.9	243.6	219.5	229.1
April, 1948	275.2	217.6	239.5	191.4	260.3	214.3	264.7

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
184.0	195.3	159.3	141.1	154.6	119.4	154.7	150.4
250.1	333.9	240.8	228.6	312.9	266.5	226.9	322.0
229.4	270.1	200.2	240.6	243.4	194.2	223.9	270.3
271.9	352.0	230.3	234.7	301.6	274.3	208.3	362.8
Quebec							
150.0	172.4	145.7	117.7	151.9	156.2	120.7	150.3
219.0	252.4	199.0	207.7	215.7	275.9	208.3	276.4
242.8	260.9	193.6	225.4	180.0	278.8	230.3	322.7
268.7	305.9	218.7	224.6	230.0	347.4	173.8	266.9
Ontario							
153.2	176.0	150.5	120.7	138.2	134.7	110.3	145.7
232.8	260.7	216.1	186.7	206.9	237.8	165.8	235.0
262.1	303.7	227.4	215.1	207.1	213.1	171.2	252.4
257.3	309.5	256.7	208.5	222.9	277.3	173.9	253.1
Prairie Provinces							
121.5	147.5	144.0	119.8	108.8	128.6	96.8	134.7
242.2	241.0	228.8	212.2	226.6	301.9	197.1	339.6
209.0	244.5	190.2	231.8	161.5	214.1	215.2	289.6
267.1	274.3	230.8	223.2	224.1	267.4	205.1	323.9
British Columbia							
107.1	156.5	132.9	115.6	116.2	138.7	98.8	156.5
209.0	262.8	249.7	237.0	232.7	343.9	186.2	294.2
235.2	325.9	257.6	274.8	272.2	338.4	231.0	434.7
258.1	336.9	276.3	271.0	332.8	298.9	238.0	515.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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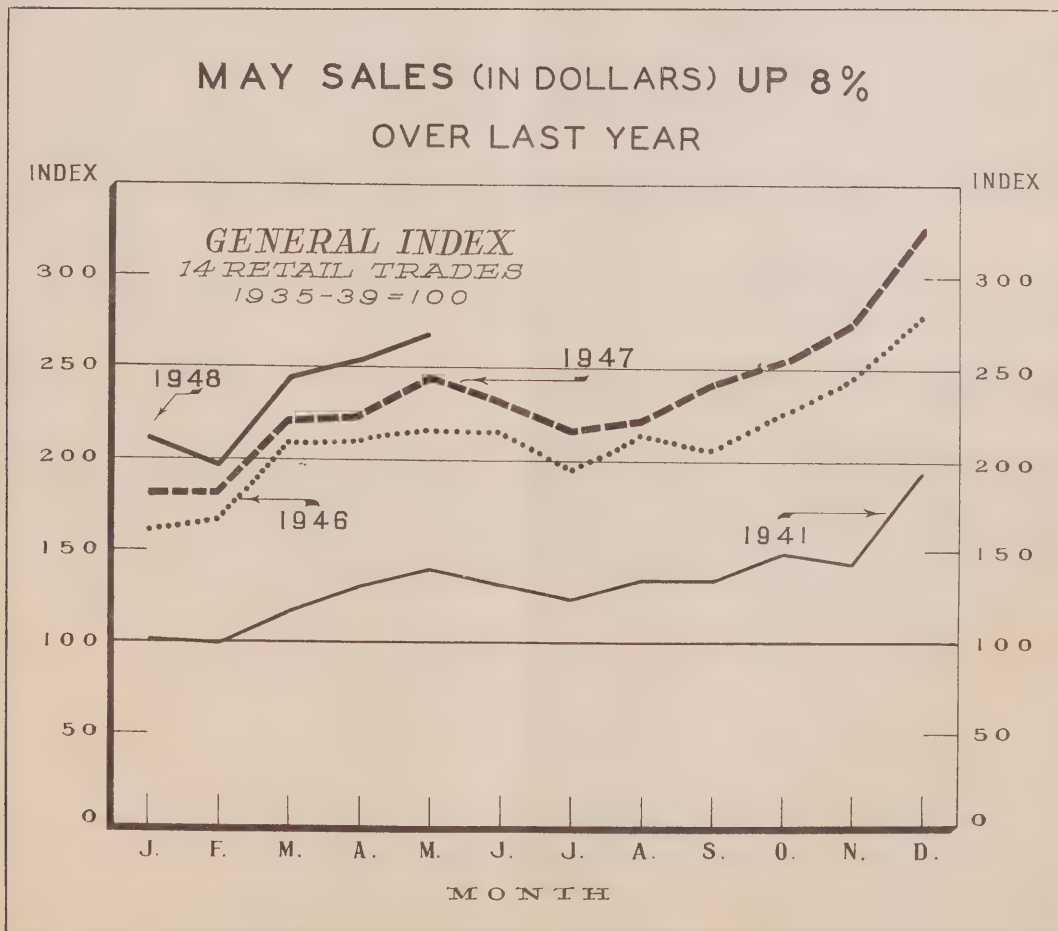
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RETAIL SALES

MAY 1948

Sales Volume Continues Upward

Dollar volume of retail sales was 8% higher in May, 1948 than in May, 1947. This increase was somewhat smaller than the average gain in earlier months of the year. The January-to-May comparison shows sales 11% greater in 1948 than in the same period of 1947. Unadjusted indexes were: 267.2 for May, 1948, 247.4 for May, 1947 and 253.3 for April, 1948.



Results quoted in this report reflect changes in consumer expenditures in retail stores and, since no allowance is made for price changes, they do not indicate changes in the physical volume of consumption.

Active Trade In Women's Apparel Continues

Sales in women's apparel shops have advanced sharply this year and the rate of expansion has exceeded that of other types of retail outlets. An increase of 16% in May was identical with that shown in the five-month cumulative results for the women's clothing trade.

Increases recorded by department and variety stores in May were in excess of the average gain for the 14 trades covered in this series. Variety store sales were up 13% in May and 15% in the first five months of this year. Department store sales gained 13% in May and were up by the same amount in the five-month result.

Most Stores Have Moderate Gains

Nine of the fourteen trades had closely-grouped increases ranging between 4% and 9% in May. Among these were numbered not only certain durable goods stores, such as furniture and hardware whose increases have lessened in recent months, but also food, men's wear and family clothing stores which had until recently been reporting much higher gains in sales. Only jewellery and radio and electrical stores reported lower sales in May this year compared with the same month a year ago--7% in the case of jewellery and 3% for radio and electrical stores.

Candy store sales in May, based on chain store reports, increased 4% over May, 1947. Sales in the first five months of this year were unchanged from the same period of last year.

Trend in Prairies Becomes More Favourable

Four sections of the country recorded lower sales gains in May than in the first five months of the year. This trend was reversed in the Prairie Provinces where sales gained 9% in May but were up only 7% in the five-month comparison. Apparel trades played an important part in bringing about this result. Women's clothing stores led with a gain of 28% followed by family clothing and men's clothing stores with increases of 19% and 18% respectively.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	May, 1948 Compared With					Jan.-May, 1948 Compared With								
	May, 1947					May, 1941	April, 1948		Jan.-May, 1947					
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
GENERAL INDEX	+ 8.0	+ 2	+ 6	+ 9	+ 9	+ 12	+ 89.4	+ 5.5	+ 10.9	+ 5	+ 10	+ 14	+ 7	+ 16
General Merchandise Group:														
Country General Stores	+ 4.4	+ 1	+ 3	+ 4	+ 6	+ 10	+ 94.9	+ 20.0	+ 7.4	+ 6	+ 8	+ 10	+ 5	+ 13
Department Stores	+ 12.9	+ 13	+ 5	+ 12	+ 18	+ 18	+ 108.3	+ 0.4	+ 12.7	+ 9	+ 7	+ 13	+ 13	+ 20
Variety Stores	+ 13.2	+ 1	+ 16	+ 15	+ 11	+ 7	+ 79.0	+ 16.7	+ 15.2	+ 5	+ 17	+ 17	+ 10	+ 14
Food Group:														
Food Stores	+ 8.1	+ 3	+ 5	+ 12	+ 4	+ 11	+ 81.9	+ 3.7	+ 13.3	+ 8	+ 9	+ 19	+ 7	+ 14
Restaurants	+ 4.5	- 7	+ 9	+ 7	(a)	+ 3	+ 80.5	+ 1.3	+ 3.6	- 8	+ 8	+ 5	- 3	+ 6
Clothing Group:														
Family Clothing Stores	+ 7.7	+ 2	+ 7	+ 3	+ 19	+ 17	+ 106.4	+ 7.4	+ 9.5	+ 5	+ 12	+ 7	+ 7	+ 19
Men's Clothing Stores	+ 6.3	- 3	+ 7	+ 4	+ 18	+ 7	+ 92.1	+ 0.3	+ 12.6	+ 1	+ 16	+ 14	+ 11	+ 12
Women's Clothing Stores	+ 16.2	+ 9	+ 14	+ 16	+ 28	+ 12	+ 125.2	+ 2.8	+ 16.2	+ 6	+ 16	+ 18	+ 14	+ 14
Shoe Stores	+ 8.8	- 8	+ 12	+ 11	+ 16	+ 1	+ 80.4	+ 6.4	+ 12.9	- 2	+ 12	+ 18	+ 9	+ 6
Household and Personal Effects Group:														
Drug Stores	+ 7.2	- 2	+ 9	+ 9	+ 6	+ 6	+ 79.4	+ 2.5	+ 8.9	+ 1	+ 9	+ 10	+ 7	+ 11
Furniture Stores	+ 4.1	- 2	+ 4	+ 6	+ 1	+ 7	+ 53.4	+ 11.3	+ 3.3	- 10	+ 3	+ 7	- 6	+ 12
Hardware Stores	+ 4.3	- 5	+ 11	+ 1	+ 4	+ 4	+ 97.7	+ 15.7	+ 5.6	- 4	+ 13	+ 8	- 4	+ 10
Jewellery Stores (b)	- 7.0	- 18	- 8	- 8	- 1	- 1	+ 77.8	+ 19.7	+ 0.2	- 14	- 1	+ 1	+ 2	+ 12
Radio and Electrical Stores	- 2.6	+ 2	- 12	- 6	- 11	+ 35	+ 65.1	- 7.4	+ 8.9	+ 2	+ 7	+ 5	+ 1	+ 42

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

May, 1947 and May, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	May, 1947	May, 1948	% Change, 1948/1947	% Change, Apr. 30, 1948 Apr. 30, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	44,618,158	50,260,582	+12.6	+16.0
1. Women's dresses, coats and suits .	5,104,222	6,093,795	+19.4	+ 9.2
2. Girls' and infants' wear	1,498,269	1,741,440	+16.2	- 6.7
3. Hosiery and gloves	1,486,412	1,655,138	+11.4	+11.9
4. Lingerie and corsets	1,692,370	1,884,959	+11.4	+18.6
5. Millinery	513,393	550,932	+ 7.3	- 8.9
6. Women's and children's apparel - (Total, 1-5)	10,294,666	11,926,264	+15.8	+ 7.4
7. Men's and boys' clothing and furnishings	4,434,780	5,220,912	+17.7	+24.2
8. Drugs and toilet articles and preparations	1,006,141	1,038,971	+ 3.3	- 3.3
9. Piece goods	3,262,966	3,548,530	+ 8.8	+31.2
10. Smallwares	1,396,428	1,364,747	- 2.3	+13.8
11. Food and kindred products	3,469,863	3,888,780	+12.1	+21.4
12. Furniture (including mattresses and springs)	3,262,215	3,443,047	+ 5.5	+ 0.8
13. Home furnishings	3,818,385	4,349,682	+13.9	+28.1
14. Household appliances and electrical supplies	1,596,367	1,924,377	+20.5	+31.4
15. Hardware and kitchen utensils	2,500,827	3,040,654	+21.6	+12.3
16. Radios, musical instruments and supplies	705,988	633,162	-10.3	+ 6.7
17. Shoes and other footwear	3,136,780	3,717,442	+18.5	+25.5
18. Stationery, books and magazines ..	648,510	579,280	-10.7	- 2.2
19. All other departments, total	5,084,242	5,584,734	+ 9.8	+13.0

(*) Comparisons are based on inventories at the beginning of May in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935 - 1939=100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
May, 1941	141.1	133.2	126.9	112.7	134.3	129.2	159.8	159.7
May, 1943	165.3	157.3	162.8	150.4	139.1	138.7	190.0	184.8
May, 1945	182.2	176.1	182.0	168.4	162.8	157.3	192.0	194.9
May, 1947	247.4	233.7	236.9	211.7	247.8	238.4	252.7	251.6
April, 1948	253.3	249.9	206.0	220.6	278.7	279.1	245.1	280.4
May, 1948	267.2	254.5	247.3	229.3	279.7	278.9	286.0	295.0

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
May, 1941	146.8	141.4	121.0	117.3	145.3	138.5	135.4	137.0
May, 1943	176.7	167.1	178.8	177.3	182.1	171.0	162.9	160.5
May, 1945	192.9	190.4	192.1	187.4	189.1	183.9	168.1	174.2
May, 1947	247.0	237.1	208.9	203.1	278.5	267.1	244.8	250.6
April, 1948	257.4	249.5	215.5	215.0	279.3	253.2	259.4	243.2
May, 1948	267.0	252.4	218.4	216.5	299.9	281.6	260.1	256.3

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
May, 1941	141.1	133.3	143.7	127.0	126.5	126.1	175.7	140.2
May, 1943	181.1	170.4	176.8	150.9	159.3	162.4	149.2	119.1
May, 1945	199.3	191.2	191.1	173.6	178.2	183.5	167.2	135.0
May, 1947	273.5	258.4	238.3	208.1	211.7	211.7	259.1	206.7
April, 1948	309.0	261.9	243.5	208.9	221.4	228.4	242.2	215.9
May, 1948	317.8	299.0	259.2	221.3	227.0	231.4	269.6	215.2

Year and Month	Hardware		Jewellery (b)		Radio and Electrical	
	A	B	A	B	A	B
May, 1941	172.7	128.3	127.2	141.8	167.0	143.7
May, 1943	175.6	133.0	161.2	186.8	117.0	104.7
May, 1945	204.1	154.6	195.5	217.9	114.3	98.3
May, 1947	327.3	244.1	243.2	271.0	283.2	243.6
April, 1948	295.2	279.5	189.0	220.6	297.6	303.6
May, 1948	341.4	258.6	226.2	262.1	275.7	237.2

(a) Includes men's furnishings.

(b) Based on sales including the Federal tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Depart- ment	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
May, 1941	154.0	133.4	155.9	200.5	141.0	178.1	151.2
May, 1947	270.5	260.6	285.5	278.0	252.4	247.8	286.1
April, 1948	261.6	227.2	313.4	241.6	254.8	219.9	292.7
May, 1948	277.0	262.3	323.8	282.0	259.0	230.7	292.2
Quebec							
May, 1941	150.4	148.2	143.1	181.1	144.1	121.9	164.4
May, 1947	261.3	261.6	289.9	320.3	244.4	214.9	315.9
April, 1948	266.2	222.3	310.9	304.2	261.2	229.9	332.2
May, 1948	276.9	268.1	303.6	372.2	256.6	233.9	337.7
Ontario							
May, 1941	143.1	132.6	138.2	151.4	150.6	119.4	136.3
May, 1947	238.8	228.9	236.4	228.6	247.4	200.1	239.1
April, 1948	249.9	205.5	260.3	229.1	264.0	214.1	231.8
May, 1948	260.8	238.4	263.6	263.1	277.4	213.4	245.4
Prairie Provinces							
May, 1941	126.7	106.7	122.4	144.9	144.4	118.5	127.4
May, 1947	239.5	214.7	230.5	230.6	252.8	212.3	283.3
April, 1948	235.6	183.0	270.5	221.8	233.6	204.6	265.8
May, 1948	261.0	226.5	271.3	255.6	263.7	212.9	337.4
British Columbia							
May, 1941	130.3	116.8	126.6	118.1	146.4	99.6	125.8
May, 1947	252.1	240.3	253.9	185.0	238.9	203.5	267.0
April, 1948	273.6	220.5	299.5	191.4	251.0	208.8	262.6
May, 1948	282.1	264.2	298.4	198.3	266.2	209.2	311.2

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery ^(b)	Radio and Electrical
Maritime Provinces							
174.8	192.7	152.9	140.1	205.6	155.0	183.4	193.1
275.0	383.8	268.7	226.4	379.8	320.1	302.2	298.5
269.2	367.6	232.8	232.2	301.8	266.0	204.2	340.8
266.8	419.8	246.5	222.8	370.9	303.5	249.1	305.7
Quebec							
143.0	146.0	139.2	121.1	213.5	207.9	114.5	200.7
237.8	273.0	221.6	211.0	271.9	348.0	235.8	277.4
257.1	309.0	218.8	226.3	226.2	330.8	179.8	271.3
254.6	311.1	247.4	229.7	282.2	387.1	216.9	245.4
Ontario							
133.0	136.5	145.3	128.3	164.0	174.8	128.6	158.2
245.5	267.2	234.3	200.0	231.5	298.9	234.6	251.6
258.4	310.3	254.9	207.3	229.7	276.5	176.6	255.9
255.6	310.1	259.6	218.0	245.6	303.2	216.2	236.7
Prairie Provinces							
122.8	129.9	147.9	125.4	118.1	146.6	121.7	147.9
243.3	249.1	236.6	219.3	212.8	334.6	246.5	364.2
266.3	272.5	231.9	227.9	224.1	265.5	203.7	333.9
287.8	318.0	274.6	231.6	213.9	347.4	244.4	325.1
British Columbia							
110.2	145.7	137.0	119.3	114.9	145.5	119.6	150.7
237.0	297.4	288.3	253.4	283.9	395.8	253.4	318.4
251.7	332.8	284.7	269.9	331.4	404.8	235.2	465.9
252.7	331.7	292.0	268.8	304.3	412.0	251.5	428.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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RETAIL SALES

JUNE 1948

June Sales Increase is Second Largest of Year

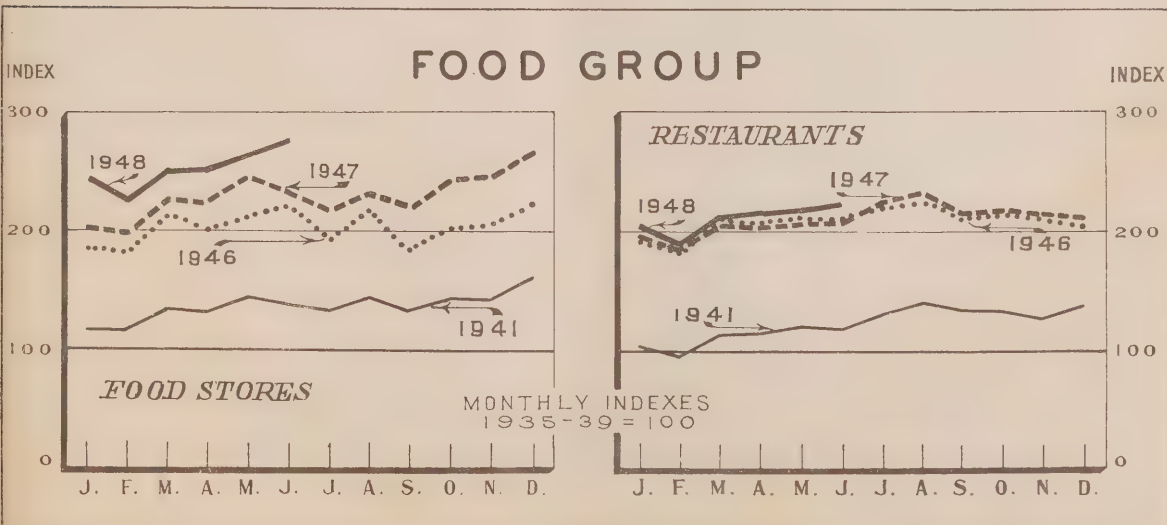
Canadian retail merchants extended the margin of their sales increase over 1947 when June volume was 16% above June a year ago. This was the largest increase recorded since January and brought total retail trade for the first half of the year 12% above the same period of 1947.

Sales were also higher than in May, although the increase was only 1%. Normally, sales begin to recede in June when the summertime seasonal down-swing customarily gets under way.

Unadjusted indexes (on the base, 1935-1939 = 100) stood at 269.2 for June, 1948; 232.5 for June, 1947; and 267.2 for May, 1948. These results reflect changes in dollar sales without allowance for price changes.

Results for Individual Trades Vary Widely

Outstanding gains were reported by department stores and food stores whose increases over June, 1947 amounted to 23% and 19% respectively. Certain of the apparel trades also shared in the pronounced June expansion, women's wear stores being most prominent with a gain of 26% over June a year ago.



Indexes are not adjusted for seasonal variation

Series MR-2

Other trades whose June increases approximated the average result were country general stores and variety stores which had gains of 14% and 16%.

Sales of hardware stores were more buoyant than sales of most other durable goods outlets. Jewellery stores, however, again broke through the 1947 level to record an 9' increase in June. June sales of radio and electrical stores declined 1% from last year's volume.

Chain candy stores reported sales 12% lower in June this year compared with last. Sales averaged 1% lower for the first six months of the year.

Regional Increases Range from 11% to 19%

Ontario led other sections of the country in June with a gain of 19% compared with June, 1947. Those trades which contributed most towards bringing about this result were country general stores, department stores, food stores and ladies' wear stores, all of which had gains in the vicinity of 25% or 30%. June increases held up well in other parts of the country, the lowest increase being one of 11% in the Maritime Provinces.

At the end of the first half of 1948, Ontario and British Columbia showed increases in sales amounting to 15% over the first six months of last year. Quebec and the Prairie Provinces reported sales 10% and 9% higher, while the Maritime Provinces had 6% more retail business in the first half of this year.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	June, 1948 Compared With										Jan.-June, 1948 Compared With				
	June, 1947						June 1941		May, 1948		Jan.-June, 1947				
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA		CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
							%	%							
GENERAL INDEX	%	+15.8	+11	+14	+19	+16	+13	+102.9	+0.7	+11.8	+6	+10	+15	+9	+15
General Merchandise Group:															
Country General Stores	+14.2	+4	+11	+25	+16	+12	+112.4	-0.3		+8.7	+6	+8	+13	+7	+13
Department Stores	+22.8	+30	+19	+24	+24	+17	+118.6	-3.3		+14.4	+13	+9	+15	+15	+20
Variety Stores	+15.5	+9	+16	+18	+15	+6	+87.3	+0.8		+15.2	+7	+17	+17	+11	+13
Food Group:															
Food Stores	+19.1	+14	+17	+24	+16	+14	+99.9	+4.2		+14.4	+9	+11	+20	+9	+14
Restaurants	+7.5	-5	+13	+10	+4	+3	+88.4	+3.5		+4.2	-8	+8	+6	-1	+5
Clothing Group:															
Family Clothing Stores	+12.7	+6	+14	+10	+17	+18	+115.3	-1.0		+10.1	+5	+13	+8	+9	+18
Men's Clothing Stores	+9.1	+8	+14	+5	+17	+6	+99.4	+5.2		+11.9	+3	+16	+12	+12	+11
Women's Clothing Stores	+25.9	+17	+18	+31	+31	+25	+126.3	-4.4		+17.6	+8	+16	+20	+16	+15
Shoe Stores	+7.6	-4	+1	+12	+18	+7	+70.8	+7.0		+11.5	-2	+9	+17	+12	+6
Household and Personal Effects Group:															
Drug Stores	+8.4	+1	+11	+9	+7	+9	+81.4	-1.6		+8.8	+2	+9	+10	+7	+11
Furniture Stores	+1.0	-6	-9	+7	+3	+20	+72.9	-13.6		+2.9	-10	+1	+7	-5	+14
Hardware Stores	+12.7	-5	+18	+13	+13	+11	+123.3	+1.9		+7.4	-4	+14	+10	-1	+10
Jewellery Stores (b)	+8.6	(a)	+23	+5	+9	(a)	+90.1	+13.5		+1.8	-12	+4	+1	+3	+9
Radio and Electrical Stores	-0.8	+1	-8	+4	-11	+10	+96.1	-4.7		+7.6	+2	+5	+5	-1	+37
a) Change of less than 0.5%.															

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

June, 1947 and June, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	June, 1947	June, 1948	% Change, 1948/1947	% Change, May 31, 1948 May 31, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	39,281,605	48,182,714	+22.7	+ 9.4
1. Women's dresses, coats and suits ..	4,251,334	5,637,839	+32.6	+ 2.2
2. Girls' and infants' wear	1,208,608	1,496,954	+23.9	- 6.5
3. Hosiery and gloves	1,197,222	1,456,822	+21.7	+ 4.0
4. Lingerie and corsets	1,491,902	1,869,612	+25.3	+ 8.7
5. Millinery	365,187	431,217	+18.1	-15.0
6. Women's and children's apparel - (Total, 1-5)	8,514,253	10,892,444	+27.9	+ 1.4
7. Men's and boys' clothing and furnishings	4,362,625	5,414,183	+24.1	+12.6
8. Drugs and toilet articles and preparations	946,541	1,078,039	+13.9	- 5.4
9. Piece goods	2,795,718	3,354,824	+20.0	+20.4
10. Smallwares	1,249,434	1,384,038	+10.8	+ 9.2
11. Food and kindred products	3,031,300	3,738,837	+23.3	+13.8
12. Furniture (including mattresses and springs)	2,941,024	3,358,319	+14.2	- 1.1
13. Home furnishings	3,247,494	3,905,571	+20.3	+23.4
14. Household appliances and electrical supplies	1,373,169	1,884,620	+37.2	+18.3
15. Hardware and kitchen utensils	2,065,407	2,767,417	+34.0	+ 7.4
16. Radios, musical instruments and supplies	569,441	480,406	-15.6	- 0.5
17. Shoes and other footwear	2,855,508	3,523,140	+23.4	+16.0
18. Stationery, books and magazines ..	557,113	583,226	+ 4.7	- 4.8
19. All other departments, total	4,772,578	5,817,650	+21.9	+ 7.3

(*) Comparisons are based on inventories at the beginning of June in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935 - 1939=100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
June, 1941	132.7	134.4	115.8	116.1	123.7	123.1	154.0	154.8
June, 1943	161.0	158.9	153.9	150.6	136.8	130.9	184.3	181.6
June, 1945	197.1	184.7	183.5	172.6	169.1	160.6	212.3	193.9
June, 1947	232.5	234.9	215.4	216.7	220.2	218.3	249.7	250.1
May, 1948	267.2	254.5	246.8	228.9	279.7	278.9	286.0	295.0
June, 1948	269.2	265.5	246.0	240.7	270.4	258.7	288.4	284.3

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
June, 1941	139.4	145.7	119.3	121.5	137.7	139.1	137.4	134.8
June, 1943	171.7	174.5	176.5	176.7	179.4	176.2	171.9	166.2
June, 1945	211.0	197.2	199.9	199.4	216.5	198.8	212.3	189.5
June, 1947	234.1	243.7	209.1	212.8	263.1	263.0	251.2	246.8
May, 1948	267.4	252.8	217.1	215.2	299.4	281.1	260.5	256.6
June, 1948	278.7	283.2	224.8	225.1	296.4	291.0	274.0	264.9

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
June, 1941	132.9	123.4	160.7	130.4	122.9	133.5	134.7	141.0
June, 1943	174.7	166.0	202.6	163.7	154.2	164.0	118.6	121.2
June, 1945	221.3	199.3	263.2	191.9	184.6	190.6	163.9	159.3
June, 1947	238.9	231.6	255.0	207.8	205.7	221.1	230.7	241.4
May, 1948	314.7	296.1	256.5	219.0	226.6	231.0	269.5	215.1
June, 1948	300.7	285.7	274.4	221.8	223.0	237.2	232.9	237.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
June, 1941	157.7	135.1	134.8	147.8	136.6	148.2
June, 1943	168.9	141.9	167.1	176.3	106.4	111.0
June, 1945	219.1	177.8	232.9	246.7	117.8	122.9
June, 1947	312.3	266.6	235.9	258.7	270.1	293.1
May, 1948	345.7	261.9	225.8	261.7	281.0	241.7
June, 1948	352.1	295.9	256.2	270.2	267.9	290.7

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Depart- ment	Variety	Food	Restau- rant	Family Clothing
Maritime Provinces							
June, 1941	143.0	108.2	147.0	196.7	132.3	178.9	140.9
June, 1947	245.2	224.1	230.6	272.3	235.1	233.9	266.4
May, 1948	277.9	265.9	323.8	282.0	259.7	224.1	292.2
June, 1948	271.0	245.5	299.3	296.4	267.2	223.4	281.7
Quebec							
June, 1941	140.0	104.4	129.0	172.3	141.4	117.2	154.4
June, 1947	248.8	251.7	252.9	312.9	234.6	208.5	308.3
May, 1948	276.6	263.7	303.7	372.2	257.4	231.9	337.5
June, 1948	284.3	278.7	301.5	363.6	275.0	234.6	350.9
Ontario							
June, 1941	132.8	114.7	125.2	144.5	136.1	115.1	129.7
June, 1947	221.9	195.4	211.2	228.4	224.2	201.0	219.5
May, 1948	260.9	238.5	263.6	263.1	277.4	214.0	246.3
June, 1948	263.1	247.4	262.0	269.4	278.0	220.5	240.6
Prairie Provinces							
June, 1941	124.0	108.7	114.5	144.0	146.3	124.0	122.8
June, 1947	226.1	194.8	206.3	228.2	253.2	221.4	266.2
May, 1948	261.3	229.0	271.3	255.6	263.8	215.8	335.9
June, 1948	261.9	226.2	255.6	262.3	262.9	231.2	312.6
British Columbia							
June, 1941	128.1	116.9	120.8	118.1	146.2	100.2	122.9
June, 1947	247.2	235.8	237.9	181.7	251.1	205.8	244.4
May, 1948	281.5	262.0	298.4	198.3	266.8	198.8	304.0
June, 1948	279.8	264.8	279.1	193.3	285.2	211.9	288.5

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
173.2	162.6	176.1	133.7	163.5	150.8	170.7	142.0
266.4	304.1	279.1	213.8	351.3	306.6	285.5	311.2
272.2	419.8	244.9	224.6	362.3	316.8	243.3	305.7
287.6	355.5	267.3	216.0	329.2	290.7	284.8	315.3
Quebec							
141.5	141.7	154.3	119.0	138.2	177.2	126.1	132.9
242.7	255.3	231.7	205.2	231.5	338.4	227.8	294.6
255.8	302.3	243.1	229.6	282.2	387.8	219.3	259.3
276.1	302.0	233.8	228.5	210.8	398.6	279.4	270.0
Ontario							
136.6	129.7	165.5	125.5	134.5	161.4	137.0	140.8
256.1	234.1	265.3	194.5	207.1	287.7	221.9	229.7
255.4	310.6	258.2	216.4	244.8	308.9	216.2	238.2
269.6	305.4	295.8	211.3	220.7	325.6	232.5	239.1
Prairie Provinces							
126.0	115.8	162.9	120.7	109.9	139.5	129.9	128.7
243.7	208.2	239.5	215.8	199.3	309.8	253.7	312.3
286.9	310.5	278.4	230.1	213.9	352.8	244.4	325.0
285.4	271.8	283.2	231.5	206.0	348.7	276.8	278.0
British Columbia							
116.0	136.9	138.5	112.7	124.9	138.0	127.2	134.0
247.7	235.1	269.0	244.8	270.1	371.6	258.4	322.0
251.2	332.1	279.7	274.1	314.0	409.5	246.5	442.1
262.2	292.8	288.3	266.7	324.9	412.0	258.7	355.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES

by Selected Departments

JANUARY-JUNE, 1947 AND JANUARY-JUNE, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	Sales		
	Jan.-June, 1947	Jan.-June, 1948	% Change, 1948/1947
	\$	\$	
TOTAL, ALL DEPARTMENTS	235,371,158	268,457,555	+14.1
1. Women's dresses, coats and suits .	27,197,087	32,254,424	+18.6
2. Girls' and infants' wear	8,124,508	9,215,004	+13.4
3. Hosiery and gloves	8,081,022	8,534,931	+ 5.6
4. Lingerie and corsets	8,756,916	9,974,689	+13.9
5. Millinery	2,599,269	2,882,662	+10.9
6. Women's and children's apparel - (Total, 1-5)	54,758,802	62,861,710	+14.8
7. Men's and boys' clothing and furnishings	24,312,397	27,988,501	+15.1
8. Drugs and toilet articles and preparations	5,714,218	6,179,920	+ 8.1
9. Piece goods	18,716,223	20,700,672	+10.6
10. Smallwares	7,908,850	8,262,653	+ 4.5
11. Food and kindred products	18,603,440	23,331,752	+25.4
12. Furniture (including mattresses and springs)	16,972,516	17,857,713	+ 5.2
13. Home furnishings	19,095,954	22,101,245	+15.7
14. Household appliances and electrical supplies	8,140,844	10,772,748	+32.3
15. Hardware and kitchen utensils	11,893,532	14,115,471	+18.7
16. Radios, musical instruments and supplies	4,336,784	3,749,214	-13.5
17. Shoes and other footwear	15,652,433	18,084,847	+15.5
18. Stationery, books and magazines ..	3,878,194	3,735,317	- 3.7
19. All other departments, total	25,386,971	28,715,792	+13.1

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADADominion Statistician:
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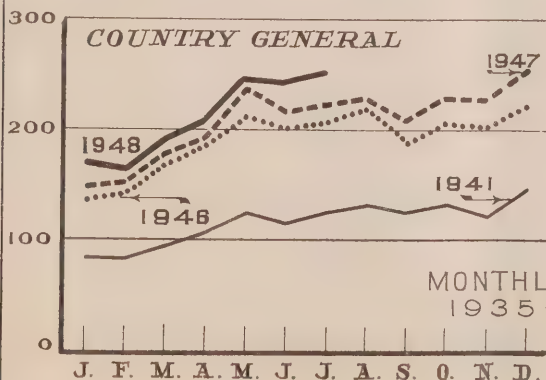
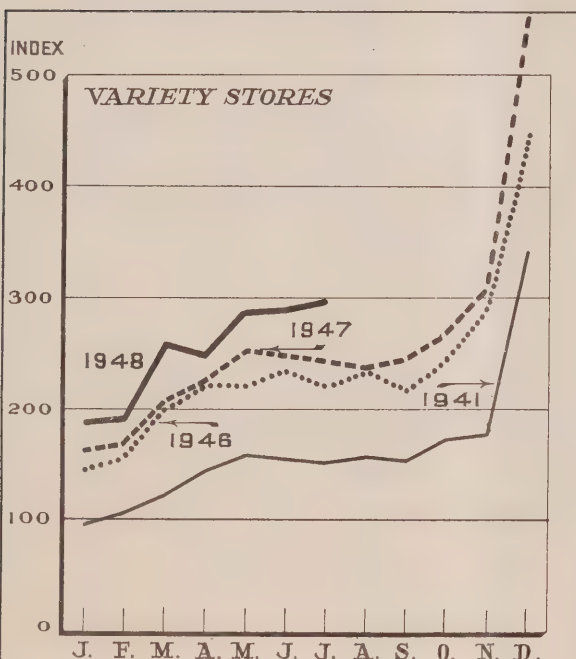
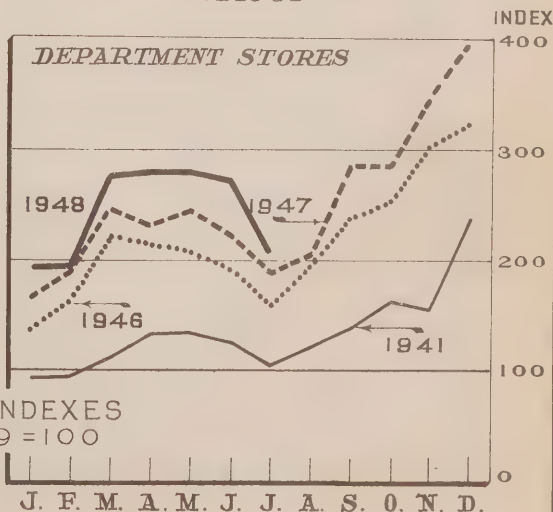
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RETAIL SALES
JULY 1948Sales Remain At High Level

Retail sales in Canada were 14% higher in July this year compared with July, 1947, based on average results for 14 kinds of business. The margin over last July was greater than the average increase for earlier months of the year, and volume for the first seven months stood 12% above that for the same period a year ago. Sales dropped 9% below June volume, but this is consistent with the normal seasonal movement. These results reflect changes in consumer expenditures and do not make allowance for the rise in price levels of recent months. Unadjusted indexes (on the base, 1935-1939=100) were as follows: 246.5 for July, 1948; 217.0 for July, 1947; and 269.7 for June, 1948.

GENERAL MERCHANDISE
GROUPMONTHLY INDEXES
1935-39=100

Sales Increase for Department Stores Reduced

Department store sales took a sharp drop in July. Although sales were still 9% ahead of last year, the gain was much smaller than for several months past. The cumulative gain at the end of July was 14% for this trade. Variety stores, on the other hand, showed a further tendency to expand sales volume with a July increase of 21% compared with a seven-month gain of 16% over last year. Country general stores reached a 1948 peak when sales were 10% higher in July. The January-to-July increase for these stores in rural communities was 9%.

Widest Expansion In Ladies' Wear

Of the 14 kinds of business, ladies' wear stores have shown by far the greatest expansion for several months, and the July increase of 25% brought the seven-month gain to 18%. Sales of other apparel stores moved up uniformly, gains for family clothing, men's wear and shoe stores amounting to 11%, 12% and 15% respectively for July, and 10%, 12% and 12% in the cumulative comparisons.

Food stores had a further sharp rise in July when sales were 21% ahead of July volume last year. In the seven-month result, the sales gain was 15%. Most other trades had moderate sales increases. Radio and electrical stores, however, continued to fall short of 1947 volume, July sales being down 4% from last year. Candy store sales were up 4% in July, but declined 1% in the first seven months of the year.

Ontario Leads Other Regions

Business continued particularly active in Ontario where sales rose 17% above July, 1947, despite a sharp moderation in department store volume which was only 3% higher in that province. The Prairie Provinces and Maritime Provinces recorded increases in July amounting to 14% and 13%, these increases surpassing gains of 9% and 7% for these two regions in the cumulative seven-month comparisons.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	July, 1948 Compared With							Jan.-July, 1948 Compared With						
	July, 1947							Jan.-July, 1947						
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
GENERAL INDEX	+13.6	+13	+9	+17	+14	+13	+98.0 = 8.6	+12.1	+7	+10	+15	+9	+15	
General Merchandise Group:														
Country General Stores	+10.1	+6	+2	+18	+13	+15	+98.0 + 2.7	+8.7	+5	+6	+13	+8	+13	
Department Stores	+9.2	+20	+3	+3	+16	+15	+102.3 -23.6	+13.8	+14	+9	+14	+15	+19	
Variety Stores	+21.0	+13	+18	+30	+10	+9	+94.7 + 2.4	+16.4	+8	+17	+20	+11	+12	
Food Group:														
Food Stores	+20.9	+17	+15	+27	+18	+20	+98.5 = 5.5	+15.3	+10	+11	+21	+10	+15	
Restaurants	+6.8	+1	+9	+6	+7	+9	+81.1 + 7.7	+4.4	= 6	+8	+6	(a)	+5	
Clothing Group:														
Family Clothing Stores	+11.3	+13	+10	+15	+7	+8	+121.6 = 12.1	+10.2	+7	+12	+9	+8	+16	
Men's Clothing Stores	+11.5	+18	+6	+15	+16	= 3	+106.7 = 17.2	+12.1	+5	+15	+13	+13	+9	
Women's Clothing Stores	+24.8	+11	+12	+32	+31	+22	+126.6 -15.1	+18.3	+8	+16	+22	+18	+16	
Shoe Stores	+15.4	= 5	+13	+24	+14	+6	+106.4 -13.8	+12.3	= 3	+10	+18	+12	+6	
Household and Personal Effects Group:														
Drug Stores	+9.8	+5	+12	+13	+5	+4	+82.1 + 4.1	+9.0	+2	+10	+10	+7	+10	
Furniture Stores	+1.2	(a)	= 1	+6	+10	= 10	+84.2 = 10.1	+2.9	= 8	+1	+7	= 3	+10	
Hardware Stores	+9.6	+15	+6	+8	+11	+20	+112.3 = 10.7	+8.3	+3	+13	+10	+2	+12	
Jewellery Stores (b)	+3.7	+15	= 8	+6	+17	= 8	+70.4 = 13.0	+2.4	= 8	+2	+3	+6	+6	
Radio and Electrical Stores	= 3.5	+17	= 10	= 8	(a)	+7	+76.2 = 10.1	+6.4	+4	+3	+3	(a)	+33	

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

July, 1947 and July, 1948

These figures are derived from a sample of reporting companies and are not to be interpreted as totals for all department stores.

DEPARTMENT	SALES			INVENTORY(*)
	July, 1947	July, 1948	% Change, 1948/1947	% Change, June 30, 1948 June 30, 1947
	\$	\$		
TOTAL, ALL DEPARTMENTS	32,667,988	36,022,221	+ 9.3	+ 5.1
1. Women's dresses, coats and suits	3,146,888	3,574,337	+13.6	+ 8.8
2. Girls' and infants' wear	911,156	953,842	+ 4.7	+11.8
3. Hosiery and gloves	904,762	967,378	+ 6.9	+ 0.1
4. Lingerie and corsets	1,237,026	1,343,996	+ 8.6	+ 6.7
5. Millinery	208,052	208,099	(a)	+13.9
6. Women's and children's apparel - (Total, 1-5)	6,407,884	7,047,652	+10.0	+ 2.0
7. Men's and boys' clothing and furnishings	3,331,620	3,587,144	+ 7.7	+ 2.2
8. Drugs and toilet articles and preparations	962,207	964,263	+ 0.2	- 6.4
9. Piece goods	2,545,803	2,715,089	+ 6.6	+12.8
10. Smallwares	1,126,361	1,127,952	+ 0.1	+ 5.5
11. Food and kindred products	3,018,748	3,561,927	+18.0	+ 5.7
12. Furniture (including mattresses and springs)	2,249,096	2,611,786	+16.1	- 2.7
13. Home furnishings	2,889,051	3,088,483	+ 6.9	+15.5
14. Household appliances and electrical supplies	1,212,081	1,439,409	+18.8	+19.3
15. Hardware and kitchen utensils	1,733,465	2,017,915	+16.4	+ 6.9
16. Radios, musical instruments and supplies	509,444	477,756	- 6.2	- 9.3
17. Shoes and other footwear	2,053,688	2,176,415	+ 6.0	+ 8.6
18. Stationery, books and magazines ..	489,977	488,617	- 0.3	- 1.7
19. All other departments, total	4,438,563	4,717,813	+ 6.3	+ 1.2

(*) Comparisons are based on inventories at the beginning of July in the two years.

(a) Change of less than 0.1%.

CANADA - Indexes of Retail Sales - (Average for 1935 = 1939=100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
July, 1941	124.5	134.2	125.9	117.6	102.2	132.5	152.2	152.7
July, 1943	153.9	158.1	164.0	153.1	112.5	144.7	183.4	172.5
July, 1945	170.5	189.1	182.2	176.4	133.2	179.0	196.7	203.7
July, 1947	217.0	235.9	226.5	212.0	189.3	245.4	244.8	247.5
June, 1948	269.7	266.0	242.8	237.6	270.8	259.0	289.4	285.2
July, 1948	246.5	255.0	249.3	224.9	206.8	266.1	296.3	278.7

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
July, 1941	133.0	136.3	132.0	125.8	117.2	136.2	111.4	135.7
July, 1943	169.7	160.7	188.5	177.9	162.2	178.7	144.1	165.3
July, 1945	178.5	188.8	206.0	198.9	177.9	213.9	153.6	194.0
July, 1947	218.4	225.6	223.8	211.9	233.3	273.8	206.5	255.7
June, 1948	279.5	284.0	222.0	222.3	295.6	290.2	278.0	268.8
July, 1948	264.0	251.8	239.1	225.7	259.7	285.6	230.3	263.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
July, 1941	111.3	132.4	115.7	126.1	127.7	130.7	115.1	147.9
July, 1943	152.5	173.4	163.1	163.6	159.6	159.6	109.7	136.2
July, 1945	165.5	203.2	189.9	215.3	178.4	186.1	134.9	179.7
July, 1947	202.1	241.4	207.0	228.2	211.8	218.1	209.5	273.5
June, 1948	297.1	282.3	277.1	224.0	223.3	237.6	235.8	240.9
July, 1948	252.2	286.6	238.8	240.4	232.5	232.6	212.0	262.3

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
July, 1941	152.9	136.3	132.8	156.9	139.9	161.4
July, 1943	163.3	143.9	166.2	196.4	97.5	112.5
July, 1945	208.9	194.5	218.4	268.4	108.8	130.6
July, 1947	296.1	268.1	218.2	257.9	255.5	294.8
June, 1948	363.3	305.3	260.0	274.2	274.2	297.6
July, 1948	324.6	285.1	226.3	267.5	246.5	284.4

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
July, 1941	142.7	120.1	127.5	196.2	137.8	199.4	120.8
July, 1947	240.3	239.9	189.7	267.8	242.3	269.6	252.5
June, 1948	272.4	229.5	299.3	302.0	267.3	220.0	287.0
July, 1948	270.7	257.5	227.5	301.3	282.7	273.2	286.2
Quebec							
July, 1941	123.8	148.3	177.4	160.7	121.3	127.3	124.3
July, 1947	214.9	255.7	196.4	289.5	193.6	219.7	257.5
June, 1948	285.4	270.1	302.2	363.3	279.2	231.6	350.1
July, 1948	234.7	250.5	200.3	342.8	223.4	238.7	283.6
Ontario							
July, 1941	122.8	137.5	177.9	145.1	134.6	123.7	109.5
July, 1947	207.1	225.9	178.1	227.2	216.2	205.3	198.6
June, 1948	263.4	239.3	262.0	270.3	277.7	217.4	242.5
July, 1948	241.9	265.3	183.0	294.7	274.0	218.3	228.2
Prairie Provinces							
July, 1941	121.1	110.3	177.1	152.0	148.6	141.8	109.8
July, 1947	221.8	201.0	183.0	238.0	258.0	251.5	233.1
June, 1948	262.7	226.2	256.5	262.5	292.1	229.9	306.9
July, 1948	252.3	226.3	218.4	261.5	304.2	268.7	250.2
British Columbia							
July, 1941	128.3	116.7	119.1	128.6	136.8	119.2	130.5
July, 1947	239.2	228.4	231.5	190.3	228.7	228.5	257.6
June, 1948	279.5	267.2	279.1	194.1	283.0	208.6	276.8
July, 1948	270.3	252.5	265.7	207.0	273.6	248.0	278.9

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
164.4	131.6	138.7	145.8	145.8	160.4	189.5	151.5
252.4	253.9	253.4	226.7	292.7	293.6	258.1	293.6
284.6	339.3	267.3	216.6	339.5	349.8	281.8	315.3
297.5	280.6	240.6	237.4	291.6	337.9	297.7	344.3
Quebec							
112.7	108.2	107.1	121.7	106.8	172.7	120.4	141.5
190.2	191.4	167.5	207.7	194.1	327.9	202.4	264.5
278.5	301.9	241.7	228.4	216.5	398.9	272.6	276.8
201.5	214.2	188.7	233.1	191.3	349.0	185.7	239.5
Ontario							
102.4	109.4	111.3	128.3	118.0	149.9	132.1	130.7
200.4	203.1	208.6	199.9	197.3	265.8	206.5	220.0
277.1	300.2	297.0	210.5	220.5	336.5	240.9	241.5
229.6	268.0	257.8	225.1	208.6	286.7	219.4	202.7
Prairie Provinces							
106.0	106.0	122.0	126.7	106.1	137.6	127.8	141.7
219.0	196.1	232.3	221.4	182.3	299.3	233.0	295.7
285.9	268.8	283.6	232.9	207.9	358.9	287.4	296.7
254.8	256.6	264.7	233.0	201.2	331.5	272.6	295.3
British Columbia							
117.2	129.4	140.3	125.1	119.7	145.0	133.3	169.3
228.0	213.5	257.5	258.8	285.8	345.3	260.7	321.6
263.2	292.1	287.9	272.3	326.5	416.7	261.9	363.8
221.4	259.5	271.6	270.3	256.1	413.7	240.2	345.5

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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Minister of Trade and Commerce

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DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES STATISTICS
OTTAWA, CANADA

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RETAIL SALES

AUGUST 1948

August Sales Increase Is Smallest of the Year

August sales of Canadian retail stores were 7% higher than in August, 1947, but declined 3% from July of this year. Retail trade in the first eight months of 1948 was 12% above that for the same period in 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 239.6 for August, 1948, 223.9 for August, 1947, and 246.6 for July, 1948.

Sales increases recorded for August this year over last were somewhat smaller than the general increase in prices from a year ago, and it is apparent that there has been some contraction in the quantity of merchandise sold.

Non-durables Fail to Maintain Pace Set in Earlier Months

One feature of the August results which stands out is an abrupt moderation in the increases for certain of the non-durable merchandise trades. Variety, food and clothing stores were chiefly affected. Among the four apparel trades, two actually reported lower sales in August this year compared with August, 1947. Percentage changes in August sales, with comparisons for the first eight months in brackets, were as follows: variety stores, + 7% (+15%); food stores, + 7% (+14%); family clothing stores, + 2% (+9%); men's clothing stores, - 6% (+10%); women's clothing stores, +13% (+17%); and shoe stores, -5% (+10%).

Department stores recorded the largest increase of any trade in August. A gain of 14% over August last year was similar to the January-to-August increase. Results differed considerably from region to region in August, increases of 18% being recorded in the Maritime Provinces, Ontario and British Columbia, while sales gained only 8% in Quebec and the Prairie Provinces.

Increases Remain Steady for Durables

Sales increases ranged from 2% to 10% in August for the various durable goods trades, including furniture, hardware, jewellery and radio and electrical stores. In most cases, results approximated those in the first seven months of the year.

Candy store chains reported sales down 9% in August from the same month of last year and reduced by 2% in the first eight months of 1948 compared with 1947.

The general index of sales for four of the five economic regions, extending from Quebec to British Columbia, increased uniformly over August, 1947, gains ranging from 6% to 9%. The increase for the Maritime Provinces was slightly lower at 3%.

Department Store Sales and Inventories Appear in New Form

On Page 6 of this report is a table showing estimated sales and inventories of all Canadian department stores, in total and for a number of departmental groupings. Reports have previously shown sales reported by a sample of firms only.

A publication issued by the Bureau of Statistics a few weeks ago, entitled "Department Store Sales and Stocks, January, 1941 to July, 1948", contains monthly figures for earlier years prepared on a similar basis and is now available for distribution.

The figures include mail order business of the departmental firms. Inventories are at selling value.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	August, 1948 Compared With						Jan.-Aug., 1948 Compared With							
	August, 1947						Jan.-Aug., 1947							
	Aug., 1947						July, 1948							
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
GENERAL INDEX	+ 7.0	+ 3	+ 8	+ 8	+ 6	+ 9	+77.2	- 2.8	+11.5	+ 7	+10	+14	+ 9	+14
General Merchandise Group:														
Country General Stores	+ 6.4	+ 2	+ 8	+ 8	+ 7	+ 6	+84.9	- 2.4	+ 8.3	+ 5	+ 7	+13	+ 8	+12
Department Stores	+13.6	+18	+ 8	+18	+ 8	+18	+93.3	+12.1	+13.8	+14	+ 9	+14	+14	+19
Variety Stores	+ 6.8	- 1	+ 5	+11	+ 7	+ 4	+58.6	-15.2	+15.2	+ 7	+16	+19	+10	+11
Food Group:														
Food Stores	+ 7.3	+ 2	+ 8	+ 9	+ 5	+ 6	+72.0	- 5.2	+14.3	+ 9	+11	+20	+10	+14
Restaurants	+ 6.2	+ 6	+17	+ 3	+ 4	+ 1	+75.2	+ 2.5	+ 4.7	- 4	+ 9	+ 6	+ 1	+ 5
Clothing Group:														
Family Clothing Stores	+ 2.4	- 5	+ 6	+ 3	- 2	+ 3	+90.5	-12.5	+ 9.2	+ 6	+11	+ 8	+ 7	+14
Men's Clothing Stores	- 6.6	-11	+13	-17	-10	+ 5	+62.0	-20.4	+ 9.9	+ 3	+14	+ 9	+10	+ 8
Women's Clothing Stores	+13.0	- 1	+ 2	+15	+22	+26	+75.3	-14.9	+17.4	+ 7	+14	+20	+18	+17
Shoe Stores	- 5.2	-10	- 9	- 3	+ 2	- 7	+63.0	-19.7	+10.0	- 4	+ 8	+15	+11	+ 4
Household and Personal Effects Group:														
Drug Stores	+ 1.9	- 5	+ 7	+ 1	+ 3	(a)	+66.1	- 5.3	+ 8.0	+ 1	+ 9	+ 9	+ 7	+ 9
Furniture Stores	+ 3.1	- 3	- 4	+11	+ 6	+ 2	+63.2	+ 5.4	+ 2.8	- 7	(a)	+14	- 1	+ 9
Hardware Stores	+ 9.6	- 1	+15	+ 4	+12	+20	+97.2	- 6.7	+ 8.4	+ 2	+13	+ 9	+ 3	+13
Jewellery Stores (b)	+ 6.6	+ 7	+11	+ 7	+ 5	- 1	+66.3	+11.0	+ 3.0	- 5	+ 3	+ 3	+ 6	+ 5
Radio and Electrical Stores	+ 2.2	(a)	- 1	+ 4	+ 1	+ 4	+85.4	+ 5.4	+ 5.9	+ 4	+ 3	+ 3	(a)	+29

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

RETAIL SALES CHARTS

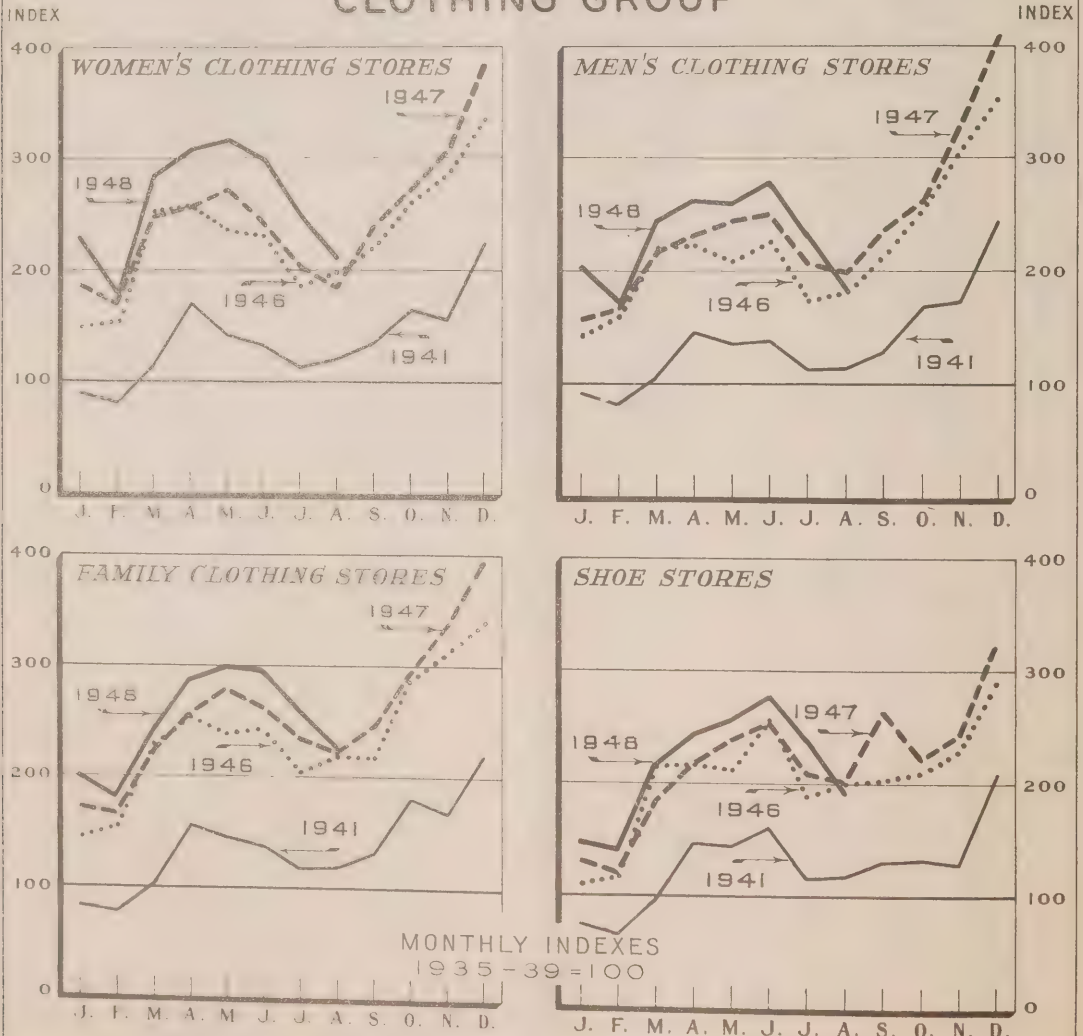
The charts in this report are the fourth and fifth in a series depicting retail sales trends since 1941, the last Census year. A complete record of major changes in retail trade is obtained from the assembled series of charts. Other groups of stores were covered in earlier issues of "Retail Sales". Unadjusted indexes, revealing seasonal fluctuations characteristic of various trades, are used throughout.

The series (MR-1 to MR-5) will be reproduced in subsequent issues with more recent material plotted.

Indexes are based on dollar volume of sales, without adjustment for price changes or for seasonal variations.

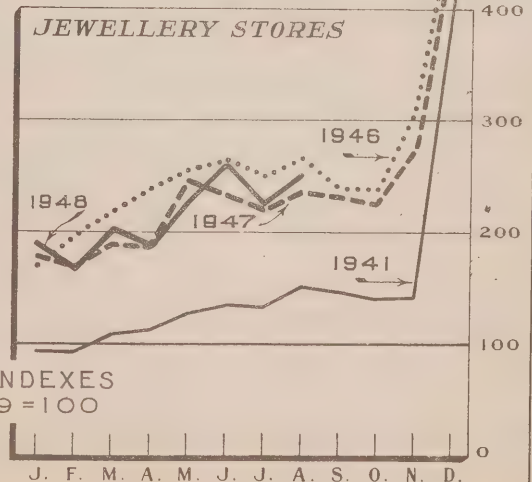
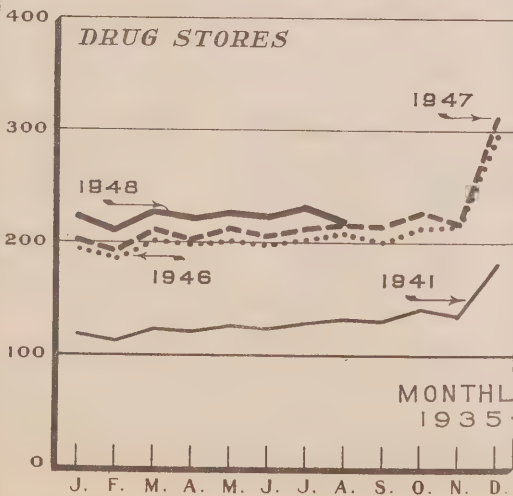
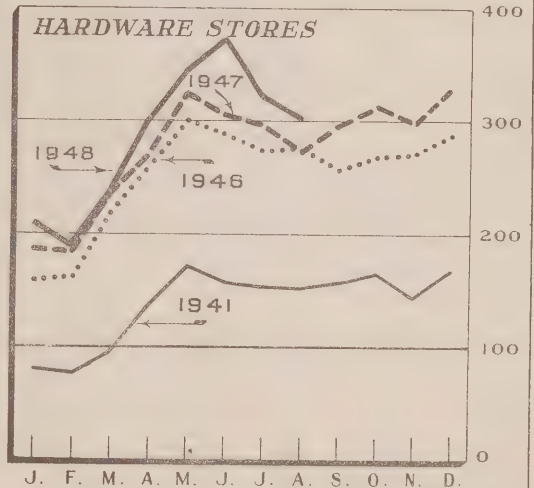
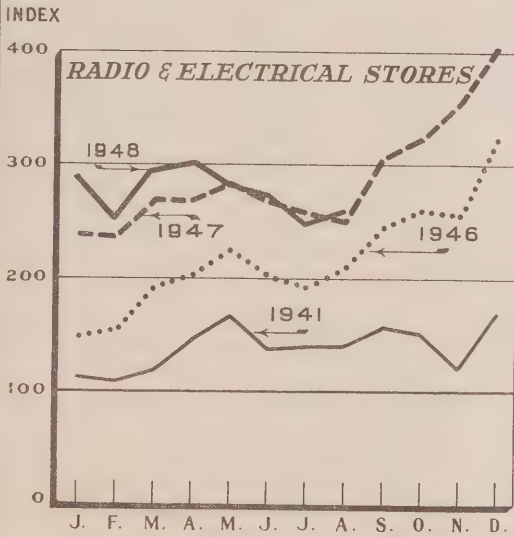
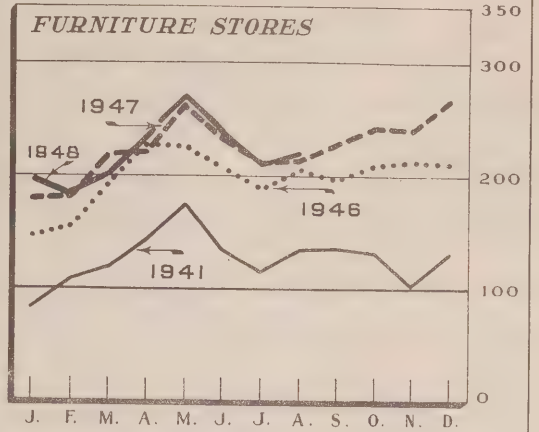
All indexes are on the base--average monthly sales in 1935-1939=100.

CLOTHING GROUP



HOUSEHOLD & PERSONAL EFFECTS GROUP

MONTHLY INDEXES OF
RETAIL SALES (1935-39=100)
OF STORES HANDLING -
HOUSEHOLD DURABLES,
DRUGS AND JEWELLERY.



MONTHLY INDEXES
1935-39=100

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

August, 1947 and August, 1948

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

DEPARTMENT	SALES			INVENTORY (*)		
	August 1947 (\$000)	August 1948 (\$000)	% Change 1948/47	July 31, 1947 (\$000)	July 31, 1948 (\$000)	% Change, 1948/47
TOTAL, ALL DEPARTMENTS ...	47,873	54,383	+13.6	162,206	170,174	+ 4.9
1. Women's dresses, coats and suits	4,568	6,160	+34.9	11,906	14,193	+19.2
2. Girls' and infants' wear .	2,006	1,982	- 1.2	7,124	6,381	-10.4
3. Hosiery and gloves	1,326	1,412	+ 6.5	5,045	5,038	- 0.1
4. Lingerie and corsets	1,792	1,914	+ 6.8	5,845	6,462	+10.6
5. Millinery	432	509	+17.8	767	665	-13.3
6. Women's and children's apparel - (Total, 1-5) .	10,124	11,977	+18.3	30,687	32,739	+ 6.7
7. Men's and boys' clothing and furnishings	4,655	4,855	+ 4.3	20,363	20,108	- 1.3
8. Drugs, toilet articles and preparations	1,149	1,243	+ 8.2	4,671	4,444	- 4.9
9. Piece goods	3,697	4,374	+18.3	14,680	15,708	+ 7.0
10. Smallwares	1,570	1,669	+ 6.3	6,954	7,027	+ 1.0
11. Food and kindred products,	4,058	4,848	+19.5	4,416	4,824	+ 9.2
12. Furniture (including mattresses and springs).	4,173	4,331	+ 3.8	11,272	10,880	- 3.5
13. Home furnishings	4,158	4,718	+13.5	18,771	21,699	+15.6
14. Household appliances and electrical supplies	1,863	2,300	+23.5	5,308	6,284	+18.4
15. Hardware and kitchen utensils	2,130	2,757	+29.4	8,047	9,072	+12.7
16. Radios, musical instruments and supplies	738	863	+16.9	4,231	3,545	-16.2
17. Shoes and other footwear .	2,959	3,284	+11.0	11,934	13,128	+10.0
18. Stationery, books and magazines	756	879	+16.3	3,443	3,562	+ 3.5
19. All other departments, total	5,843	6,285	+ 7.6	17,429	17,154	- 1.6

(*) Comparisons are based on inventories at the beginning of August in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935-1939 = 100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
August, 1941	135.2	143.2	131.6	121.0	120.4	146.1	158.9	163.1
August, 1943	147.0	161.8	157.2	149.5	120.9	148.4	160.2	174.8
August, 1945	178.1	189.8	186.1	170.5	155.7	184.7	191.9	203.7
August, 1947	223.9	237.0	228.6	211.2	204.9	250.5	235.9	241.2
July, 1948	246.6	255.1	249.2	224.8	207.5	267.0	297.3	279.7
August, 1948	239.6	265.1	243.3	232.6	232.7	285.6	252.0	274.8

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
August, 1941	146.0	148.3	140.5	130.2	119.1	140.6	113.2	146.5
August, 1943	157.2	173.0	189.5	177.7	138.8	173.4	118.7	163.1
August, 1945	188.7	198.9	212.4	194.8	168.6	205.8	141.3	190.5
August, 1947	234.0	237.7	231.8	216.1	221.6	262.0	196.4	252.1
July, 1948	264.8	252.6	240.1	226.7	259.2	285.0	230.4	263.3
August, 1948	251.1	276.2	246.1	230.8	226.9	283.5	183.4	252.1

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
August, 1941	119.7	161.5	117.2	130.0	132.3	131.7	135.5	132.3
August, 1943	139.1	182.2	145.5	173.6	153.6	156.9	112.2	112.1
August, 1945	166.7	212.5	176.9	202.2	180.8	181.2	137.9	134.8
August, 1947	185.6	233.1	201.5	219.5	215.5	214.5	214.4	206.3
July, 1948	246.4	280.0	237.9	239.4	231.9	231.9	209.7	259.5
August, 1948	209.8	274.8	191.0	227.9	219.7	224.4	221.1	221.0

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
August, 1941	152.7	145.4	151.3	163.0	140.2	159.9
August, 1943	154.8	147.4	175.1	188.7	102.0	116.3
August, 1945	204.0	190.6	235.6	244.5	112.9	124.0
August, 1947	274.7	257.6	236.1	254.4	254.4	290.1
July, 1948	322.7	283.4	226.7	267.3	246.6	284.5
August, 1948	301.2	286.8	251.6	271.1	259.9	296.3

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
August, 1941	161.5	126.1	137.2	207.4	150.8	215.1	118.8
August, 1947	247.2	238.9	223.9	273.1	243.3	259.8	240.9
July, 1948	271.6	254.1	227.5	310.4	283.9	280.2	288.0
August, 1948	254.0	244.5	264.7	269.6	248.0	275.1	229.4
Quebec							
August, 1941	132.7	144.2	120.1	170.9	131.1	138.6	128.3
August, 1947	216.5	237.4	216.1	285.2	207.4	226.3	222.4
July, 1948	235.2	260.6	201.3	342.4	224.9	241.8	281.9
August, 1948	232.7	255.3	232.9	299.7	224.1	263.6	236.0
Ontario							
August, 1941	134.0	131.4	121.7	150.5	145.8	136.3	113.3
August, 1947	210.3	219.0	182.6	212.1	229.3	228.9	203.0
July, 1948	241.5	265.6	183.1	295.2	274.8	217.4	228.0
August, 1948	226.7	236.0	214.6	234.3	250.4	235.8	208.9
Prairie Provinces							
August, 1941	132.9	128.0	107.0	141.8	171.0	139.0	104.7
August, 1947	237.7	220.1	207.7	223.0	289.2	239.0	228.3
July, 1948	253.0	226.1	214.6	261.7	305.4	269.9	250.0
August, 1948	251.6	234.7	224.4	238.6	304.2	248.8	224.1
British Columbia							
August, 1941	140.8	120.8	138.0	141.2	156.6	123.4	134.4
August, 1947	255.7	246.6	247.0	196.1	254.5	226.6	265.9
July, 1948	269.6	262.8	265.9	207.2	271.4	248.7	278.7
August, 1948	278.1	262.5	292.2	204.7	269.8	229.6	272.8

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery (b)	Radio and Electrical
Maritime Provinces							
156.3	150.1	130.2	151.4	145.1	155.0	221.3	155.3
243.3	270.0	241.1	241.4	310.5	292.8	310.3	291.1
295.2	279.1	238.6	236.7	292.2	337.9	305.9	344.3
216.6	268.6	217.7	228.7	300.1	289.1	331.1	291.7
Quebec							
116.9	120.0	118.1	126.3	117.8	168.9	143.7	132.6
171.3	172.4	171.1	214.0	183.9	292.5	217.9	256.8
202.0	215.1	189.4	230.4	189.9	345.4	185.7	240.4
193.5	175.5	155.2	229.9	176.0	336.3	242.6	253.1
Ontario							
108.5	119.7	111.4	132.5	143.4	145.9	145.9	132.5
191.6	176.2	195.8	202.2	196.9	237.9	213.4	220.3
229.8	256.9	255.2	225.4	202.7	285.6	219.4	203.1
159.2	202.6	189.5	203.8	217.9	246.5	228.3	229.8
Prairie Provinces							
92.8	105.1	119.8	132.3	132.4	151.4	149.5	163.7
206.3	194.7	219.9	222.7	209.1	290.5	263.4	302.6
255.1	252.0	266.6	232.1	204.0	330.5	270.8	296.8
185.4	237.3	223.4	230.2	221.0	324.9	275.8	306.0
British Columbia							
121.5	128.6	130.6	128.5	164.4	136.4	147.0	151.6
239.3	220.6	276.6	259.4	341.0	344.5	291.4	318.1
221.4	258.7	271.6	269.7	259.5	408.3	240.2	341.0
252.2	277.7	257.8	259.1	349.1	413.9	288.2	329.4

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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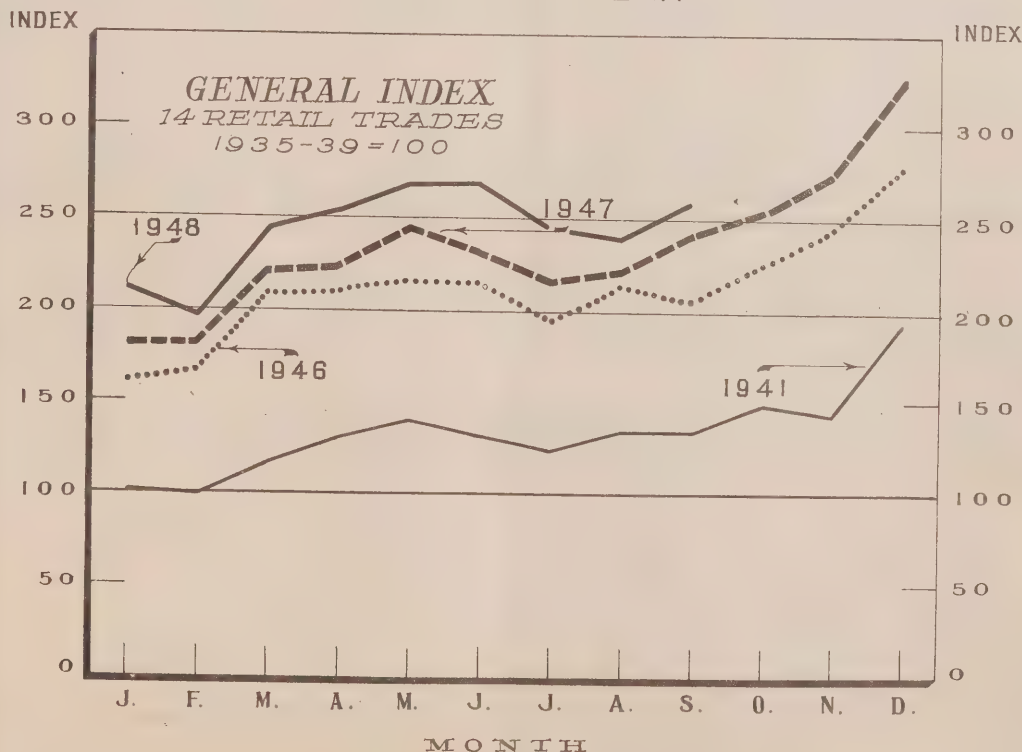
RETAIL SALES

SEPTEMBER 1948

Retail Trade Moves Steadily Upward

Dollar sales of Canadian retail merchants in 14 kinds of business averaged 7% higher in September this year compared with September, 1947. Sales were up 8% from August as the customary seasonal upswing began. The volume of retail business was 11% higher in the first nine months of this year compared with the same period of 1947. Unadjusted indexes (on the base, 1935-1939=100) stood at 258.8 for September, 1948, 241.0 for September, 1947 and 239.5 for August, 1948.

SEPTEMBER SALES (IN DOLLARS) UP 7% OVER LAST YEAR



Indexes are not adjusted for seasonal variation.

Series MR-1

Women's apparel shops and food stores remained in the forefront among individual trades when they recorded September increases of 15% and 12% respectively. These gains were not quite as large as those shown by the nine-month cumulative comparisons for the two trades.

Men's Clothing and Shoe Store Sales Decline

For the second consecutive month, sales of men's wear and shoe stores fell short of 1947 volume. Declines in September amounted to 7% for both trades. One factor affecting the shoe store comparison was the unusually heavy demand for shoes in the early fall of 1947 when footwear prices mounted sharply.

Department stores had a much smaller sales increase in September (5%) than the average gain in the first nine months of the year (13%).

The restaurant trade was the only one to show appreciable improvement in its relative position during September. Restaurant receipts increased 9% compared with September, 1947. This was the largest gain in many months and probably reflects increased meal prices to some extent. Restaurant sales were up 5% for the nine-month period from January to September.

September increases for most other trades showed some moderation compared with those for earlier months of the year.

Candy store chains recorded a 2% increase in sales for September, but totals for the first nine months of the year reveal a decrease of 2% from a year ago.

Regional Trends

In the Maritime Provinces, sales were up only 4% from September last year. Food store sales increased only 5% and country general store sales fell off, but most other trades showed results which compared favourably with the trend in other parts of the country.

The Prairie Provinces led other regions with a September increase of 10%. The decline in shoe store sales was much steeper than in the rest of the country, but all other trades showed higher sales than in September a year ago.

Ontario reported an average gain in retail trade of 9% in September followed by British Columbia and Quebec with increases of 6% and 5%.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	September, 1948 Compared With						Jan.-Sept., 1948 Compared With					
	September, 1947						Jan.-Sept., 1947					
	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.	CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Br. Col.
	%	%	%	%	%	%	%	%	%	%	%	%
GENERAL INDEX	+ 7.4	+ 4	+ 5	+ 10	+ 6	+ 91.1	+ 11.0	+ 6	+ 9	+ 14	+ 9	+ 13
General Merchandise Group:												
Country General Stores	+ 6.2	- 4	- 1	+ 11	+ 11	+ 87.2	+ 8.1	+ 4	+ 6	+ 12	+ 8	+ 12
Department Stores	+ 5.4	+ 8	- 2	+ 7	+ 5	+ 118.8	+ 12.6	+ 13	+ 7	+ 13	+ 13	+ 17
Variety Stores	+ 11.8	+ 8	+ 11	+ 15	+ 1	+ 80.2	+ 14.8	+ 8	+ 15	+ 18	+ 10	+ 10
Food Group:												
Food Stores	+ 12.1	+ 5	+ 12	+ 14	+ 9	+ 84.7	+ 14.1	+ 9	+ 11	+ 19	+ 10	+ 13
Restaurants	+ 9.3	+ 2	+ 15	+ 9	(a)	+ 77.5	+ 5.1	- 4	+ 10	+ 6	+ 2	+ 4
Clothing Group:												
Family Clothing Stores	+ 6.7	+ 10	+ 8	+ 4	- 6	+ 100.0	+ 8.7	+ 6	+ 11	+ 8	+ 8	+ 11
Men's Clothing Stores	- 6.8	(a)	- 10	- 9	- 13	+ 72.7	+ 8.0	+ 3	+ 12	+ 7	+ 9	+ 5
Women's Clothing Stores	+ 14.7	+ 14	+ 8	+ 17	+ 8	+ 104.5	+ 17.0	+ 8	+ 14	+ 20	+ 19	+ 15
Shoe Stores	- 7.1	- 9	- 7	- 5	- 6	+ 88.6	+ 7.4	- 5	+ 6	+ 12	+ 6	+ 2
Household and Personal Effects Group:												
Drug Stores	+ 6.3	+ 1	+ 8	+ 5	+ 5	+ 74.2	+ 7.8	+ 1	+ 9	+ 9	+ 7	+ 9
Furniture Stores	- 1.0	- 3	- 5	+ 4	- 5	+ 65.1	+ 2.3	- 7	(a)	+ 13	- 1	+ 8
Hardware Stores	+ 6.6	+ 7	+ 6	+ 3	+ 22	+ 101.0	+ 8.2	+ 4	+ 12	+ 8	+ 3	+ 14
Jewellery Stores (b)	+ 3.2	- 4	- 3	+ 8	- 3	+ 62.0	+ 2.8	- 6	+ 2	+ 4	+ 6	+ 4
Radio and Electrical Stores	+ 5.5	+ 15	- 5	+ 5	+ 17	+ 104.8	+ 5.8	+ 5	+ 1	+ 4	+ 2	+ 27

(a) Change of less than 0.5%.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

September, 1947 and September, 1948

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORY (*)		
	Sept. 1947 (\$'000)	Sept. 1948 (\$'000)	% Change 1948/47	Aug. 31, 1947 (\$'000)	Aug. 31, 1948 (\$'000)	% Change 1948/47
TOTAL, ALL DEPARTMENTS ...	67,281	70,690	+ 5.1	175,102	184,426	+ 5.3
1. Women's dresses, coats and suits	7,103	8,895	+25.2	14,974	18,348	+22.5
2. Girls' and infants' wear.	3,823	3,831	- 2.3	8,188	7,758	- 5.3
3. Hosiery and gloves	2,410	2,362	- 2.0	5,396	5,817	+ 7.2
4. Lingerie and corsets	2,576	2,819	+ 9.4	6,583	7,768	+18.0
5. Millinery	915	1,042	+13.9	1,085	1,094	+ 0.6
6. Women's and children's apparel - (Total, 1-5) .	16,927	18,949	+11.9	36,226	40,785	+12.6
7. Men's and boys' clothing and furnishings	8,796	8,363	- 4.9	23,843	23,774	- 0.3
8. Drugs, toilet articles and preparations	1,245	1,331	+ 6.9	4,584	4,441	- 3.1
9. Piece goods	5,180	5,595	+ 8.0	15,168	16,357	+ 7.8
10. Smallwares	2,150	2,092	- 2.7	7,753	7,745	- 0.1
11. Food and kindred products.	4,249	4,886	+15.0	4,564	5,260	+15.2
12. Furniture (including mattresses and springs) .	4,222	4,163	- 1.4	10,677	10,152	- 4.9
13. Home furnishings	4,841	5,144	+ 6.3	18,990	21,615	+13.8
14. Household appliances and electrical supplies	2,648	2,971	+12.2	5,130	5,873	+14.5
15. Hardware and kitchen utensils	2,478	2,846	+14.9	7,862	8,416	+ 7.0
16. Radios, musical instru- ments and supplies	1,095	1,019	- 6.9	4,126	3,431	-16.8
17. Shoes and other footwear .	5,688	5,004	-22.0	13,780	14,639	+ 6.2
18. Stationery, books and magazines	1,114	1,298	+16.5	3,652	3,844	+ 5.3
19. All other departments, total	6,648	7,029	+ 5.7	18,747	18,094	- 3.5

(*) Comparisons are based on inventories at the beginning of September in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935 - 1939=100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
September, 1941	135.4	135.4	124.1	115.9	138.6	136.6	152.3	152.6
September, 1943	157.2	157.9	149.5	139.1	159.1	156.8	170.2	183.2
September, 1945	187.1	186.0	175.4	164.2	201.6	205.3	194.2	200.9
September, 1947	241.0	240.4	218.7	203.1	287.6	282.3	245.5	262.2
August, 1948	239.5	265.1	244.2	233.5	232.9	285.8	253.0	275.9
September, 1948	258.8	259.1	232.3	215.8	303.2	298.8	274.5	295.5

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
September, 1941	133.7	139.1	133.1	128.6	131.4	143.3	128.4	130.4
September, 1943	154.6	160.3	186.5	179.0	160.1	176.0	154.3	165.1
September, 1945	174.3	173.7	204.4	199.5	200.3	212.8	209.8	213.1
September, 1947	220.2	228.3	216.1	208.8	246.4	268.1	237.8	251.4
August, 1948	251.4	276.6	243.4	228.3	223.1	278.8	186.3	256.1
September, 1948	246.9	256.0	236.3	226.8	262.8	288.9	221.7	237.2

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
September, 1941	134.8	144.0	131.1	123.8	130.4	130.5	137.3	119.3
September, 1943	175.5	188.2	167.7	159.1	158.1	157.8	117.4	103.6
September, 1945	211.9	223.6	205.3	184.9	184.6	183.0	148.6	129.2
September, 1947	240.3	255.5	266.1	252.3	213.8	213.4	228.9	198.9
August, 1948	207.2	271.4	190.3	227.0	220.0	224.8	220.3	220.1
September, 1948	275.6	295.5	247.2	234.4	227.2	226.7	226.7	200.2

Year and Month	Hardware		Jewellery ^(b)		Radio and Electrical	
	A	B	A	B	A	B
September, 1941	157.4	133.8	147.6	163.6	156.9	140.4
September, 1943	155.3	134.7	174.7	193.6	114.7	102.6
September, 1945	212.1	184.7	215.1	248.4	125.9	117.4
September, 1947	296.8	253.3	231.8	257.0	304.6	272.5
August, 1948	302.0	287.5	248.1	267.4	260.4	296.9
September, 1948	316.4	274.4	239.1	265.1	321.4	287.6

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
September, 1941	150.6	117.0	149.7	202.1	147.4	191.4	132.5
September, 1947	254.0	225.2	299.7	271.1	241.0	235.7	236.1
August, 1948	254.1	245.8	264.7	274.8	246.1	270.8	232.1
September, 1948	264.4	216.1	322.3	293.6	254.1	240.6	259.5
Quebec							
September, 1941	132.3	125.9	140.6	162.7	126.1	132.3	135.0
September, 1947	233.4	209.9	332.0	302.6	195.1	223.6	261.9
August, 1948	231.8	256.7	232.9	299.6	223.7	260.3	227.5
September, 1948	245.8	208.8	326.6	336.0	217.9	256.5	281.7
Ontario							
September, 1941	134.8	120.9	138.2	141.3	132.0	133.7	126.1
September, 1947	232.0	202.0	258.1	225.2	222.1	212.9	216.3
August, 1948	227.2	235.1	215.2	235.5	251.4	233.6	208.6
September, 1948	251.7	224.3	276.4	259.8	252.9	231.3	224.0
Prairie Provinces							
September, 1941	136.7	129.6	131.7	148.9	146.0	129.1	131.9
September, 1947	258.1	229.5	295.5	221.3	249.9	208.0	273.6
August, 1948	252.0	236.1	224.4	238.8	304.9	248.8	218.8
September, 1948	283.8	254.5	315.8	243.2	285.2	234.4	312.3
British Columbia							
September, 1941	135.5	116.5	147.5	132.3	134.1	109.0	136.6
September, 1947	264.3	230.8	306.1	191.6	229.6	216.8	273.6
August, 1948	277.6	264.1	292.2	204.2	270.5	222.8	269.4
September, 1948	279.7	255.2	322.2	192.5	251.2	216.8	257.9

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	Jewellery ^(b)	Radio and Electrical
Maritime Provinces							
157.9	154.4	148.5	143.9	160.7	159.3	200.4	177.3
230.2	274.5	257.8	222.4	297.1	302.9	285.0	316.2
214.1	274.7	217.7	230.6	281.2	319.4	316.1	288.4
230.0	311.9	233.8	224.2	289.1	324.9	273.8	363.4
Quebec							
122.5	128.8	110.0	127.2	129.7	169.6	132.9	155.2
209.2	229.0	213.9	213.6	209.2	328.4	218.9	305.4
193.9	175.4	152.4	230.5	175.8	336.0	239.5	242.9
188.0	248.2	199.3	230.9	199.3	349.5	212.8	289.2
Ontario							
124.5	133.2	136.5	129.4	139.7	154.1	150.7	151.5
238.2	243.7	274.4	201.3	221.1	264.6	220.7	269.8
165.6	200.2	190.5	202.8	217.4	245.9	223.1	233.0
216.8	284.2	260.9	210.9	228.8	272.6	237.8	282.6
Prairie Provinces							
136.3	132.5	139.6	132.3	139.2	153.0	143.2	173.9
278.6	223.4	317.1	220.6	219.8	303.6	241.7	356.0
187.7	237.5	224.1	230.8	221.0	322.0	276.5	308.8
294.1	280.8	262.0	244.6	221.8	323.7	260.0	392.6
British Columbia							
128.5	155.7	145.8	127.6	136.5	147.0	138.1	152.6
264.5	265.6	346.1	266.7	295.7	337.7	262.0	380.2
249.3	258.9	252.4	265.1	357.7	408.9	293.7	338.9
229.0	285.7	326.1	279.7	280.6	410.6	254.5	443.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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RETAIL SALES

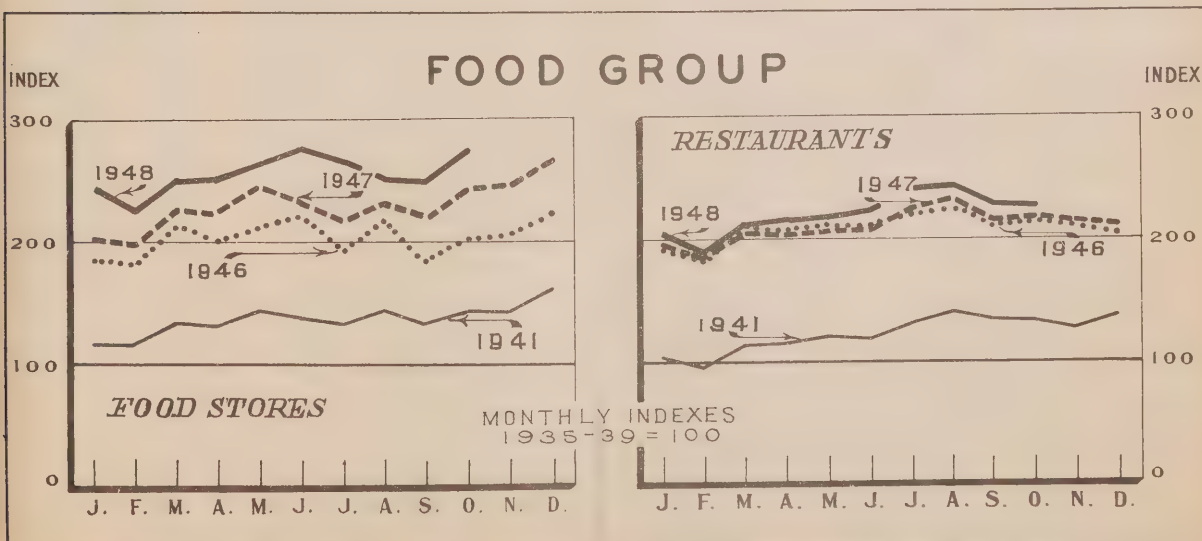
OCTOBER 1948

Dollars Flow Freely Into Retail Stores

Canada's retail trade took a sharp upturn in October when consumers spent 14.5% more for merchandise than in October, 1947. Sales were up 12% compared with September. The increase in sales for the first 10 months of this year over last amounted to 11%. These results are based on reports from chain and independent stores in 14 kinds of retail business. Unadjusted indexes of sales (on the base, 1935-1939=100) stood at 290.6 in October, 1948, 253.9 in October, 1947 and 258.8 in September, 1948.

Department, Variety, Women's Wear Stores Still On Top

Department stores, variety stores and women's apparel shops led all other trades from the standpoint of percentage gain over October last year. October increases were more than 20% for each of these. The increases for these trades have also been prominent throughout the earlier part of the current year, and their cumulative gains for the first ten months ranged from 14% to 18% and ranked highest among trade increases.



Indexes are not adjusted for seasonal variation

Series MR-2

Food stores reported an average sales increase of 14%, a gain similar to that in the ten-months' comparison for the trade. Men's wear and family clothing stores showed increased activity when October gains of 13% in each case exceeded their average increases of 9% in the first ten months of the year. The demand for furniture and hardware merchandise gained momentum, these trades having increases of 9% and 14% respectively in October as compared with smaller gains of 3% and 9% in cumulative results.

Candy stores maintained an even course, an October increase of 1% comparing with a 1% decrease for the ten-month period of this year over a year ago.

Prairie Provinces Showed Highest Increase

Regional increases for October ranged from a high of 19% in the Prairie Provinces down to 8% for the Maritime Provinces. Between these were gains of 17% for Ontario, 14% for British Columbia and 10% for Quebec. In the January-to-October comparisons, increases varied within narrower limits, reaching a high of 14% in Ontario and a low of 7% in the Maritime Provinces.

Note:- The November and December reports on Retail Sales will not be issued in their present form. The statistical series on retail sales is undergoing extensive revision and, during the changeover period, only a condensed summary will be issued. It is intended to introduce the revised series beginning with January, 1949.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No
corrections have been made for price changes.)

Kind of Business	October, 1948 Compared With							Jan.-Oct., 1948 Compared With						
	October, 1947							Jan.-Oct., 1947						
	CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	CANADA %	CAN. %	Mar. Prov. %	Que. %	Ont. %	Pr. Prov. %	Br. Col. %	
GENERAL INDEX	+14.5	+8	+10	+17	+19	+14	+94.1 +12.3	+11.4	+7	+9	+14	+10	+13	
General Merchandise Group:														
Country General Stores	+8.2	-1	+2	+11	+13	+14	+86.0 +6.4	+8.1	+3	+5	+12	+9	+13	
Department Stores	+23.4	+15	+17	+24	+28	+24	+120.8 +16.5	+13.9	+13	+8	+14	+15	+18	
Variety Stores	+22.0	+15	+20	+27	+22	+9	+86.9 +17.4	+15.7	+9	+16	+19	+12	+10	
Food Group:														
Food Stores	+13.6	+9	+9	+17	+16	+12	+88.6 +10.3	+14.1	+9	+11	+19	+11	+13	
Restaurants	+3.8	-6	+8	-3	+17	+4	+69.4 -0.7	+4.6	-4	+10	+4	+4	+4	
Clothing Group:														
Family Clothing Stores	+13.4	+15	+10	+27	+2	(a)	+84.8 +26.4	+9.4	+7	+11	+10	+7	+10	
Men's Clothing Stores	+12.9	+2	+12	+13	+22	+6	+72.8 +32.3	+8.6	+2	+12	+8	+11	+6	
Women's Clothing Stores	+24.7	+16	+11	+30	+40	+19	+107.1 +21.9	+18.0	+9	+13	+21	+22	+16	
Shoe Stores	+9.5	-1	+5	+10	+23	+12	+85.9 -0.7	+7.6	-4	+6	+12	+8	+3	
Household and Personal Effects Group:														
Drug Stores	+6.3	(a)	+7	+6	+11	+4	+68.9 +5.1	+7.7	+1	+9	+8	+8	+8	
Furniture Stores	+9.2	(a)	+4	+13	+24	+9	+99.2 +16.0	+3.0	-6	(a)	+12	+2	+8	
Hardware Stores	+13.6	+11	+20	+8	+19	+4	+115.5 +12.0	+8.9	+5	+13	+8	+5	+12	
Jewellery Stores (b)	+5.9	+6	-6	+7	+20	+10	+69.1 -2.3	+3.3	-4	+1	+4	+8	+5	
Radio and Electrical Stores	+5.4	+15	-8	+7	+15	+13	+125.3 +7.5	+5.7	+6	(a)	+4	+3	+25	

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

DEPARTMENT STORE SALES AND INVENTORIES IN CANADA, BY SELECTED DEPARTMENTS

October, 1947 and October, 1948

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORY (*)		
	October 1947 (\$000)	October 1948 (\$000)	% Change 1948/47	Sept. 30 1947 (\$000)	Sept. 30 1948 (\$000)	% Change, 1948/47
TOTAL, ALL DEPARTMENTS	66,886	82,346	+23.2	156,984	180,946	+15.3
1. Women's dresses, coats and suits	7,543	11,423	+51.4	13,487	18,223	+35.1
2. Girls' and infants' wear	3,334	4,069	+22.0	6,495	6,758	+ 4.0
3. Hosiery and gloves	2,411	2,981	+23.6	4,867	5,919	+21.6
4. Lingerie and corsets	2,331	3,160	+35.6	5,582	7,426	+33.0
5. Millinery	792	992	+25.3	835	829	- 0.7
6. Women's and children's apparel - (Total, 1-5) ..	16,411	22,625	+37.9	31,266	39,155	+25.2
7. Men's and boys' clothing and furnishings	8,248	11,078	+34.3	20,643	24,279	+17.6
8. Drugs, toilet articles and preparations	1,346	1,461	+ 8.5	4,413	4,371	- 1.0
9. Piece goods	4,823	5,989	+24.2	13,133	15,371	+17.0
10. Smallwares	2,336	2,613	+11.9	7,329	7,919	+ 8.1
11. Food and kindred products.	5,213	5,887	+12.9	4,371	5,344	+22.3
12. Furniture (including mattresses and springs) .	4,144	4,745	+14.5	9,465	9,618	+ 1.6
13. Home furnishings	5,111	5,800	+13.5	17,695	20,796	+17.5
14. Household appliances and electrical supplies	2,703	3,187	+17.9	4,332	5,394	+24.5
15. Hardware and kitchen utensils	2,478	2,987	+20.5	7,153	7,960	+11.3
16. Radios, musical instru- ments and supplies	1,225	1,439	+17.5	3,578	3,083	-13.8
17. Shoes and other footwear	4,896	5,571	+13.8	11,922	14,721	+23.5
18. Stationery, books and magazines	933	1,074	+15.1	3,371	3,745	+11.1
19. All other departments, total	6,999	7,890	+12.7	18,313	19,190	+ 4.8

(*) Comparisons are based on inventories at the beginning of October in the two years.

CANADA - Indexes of Retail Sales - (Average for 1935 - 1939=100)

A. Unadjusted. B. Adjusted for Number of Business Days and Seasonal Variations.
(Figures for the current year are subject to final revision)

Year and Month	General Index		Country General		Department		Variety	
	A	B	A	B	A	B	A	B
October, 1941	149.7	136.9	132.0	117.9	160.0	136.5	173.0	166.2
October, 1943	173.3	158.6	163.5	146.1	177.8	157.3	195.7	182.4
October, 1945	203.8	189.8	191.5	171.4	220.9	189.3	218.2	213.0
October, 1947	253.9	233.8	226.9	200.8	286.2	245.2	265.1	256.7
September, 1948	258.8	259.2	230.7	214.3	303.2	298.8	275.5	296.6
October, 1948	290.6	264.7	245.5	218.1	353.2	312.3	323.3	301.3

Year and Month	Food		Restaurants		Family Clothing		Men's(a) Clothing	
	A	B	A	B	A	B	A	B
October, 1941	145.2	143.0	134.1	131.2	181.2	148.6	169.4	133.4
October, 1943	166.9	159.5	186.9	184.7	213.5	173.8	196.7	159.6
October, 1945	182.4	185.4	207.4	202.9	264.9	223.3	252.0	215.0
October, 1947	241.2	239.4	218.8	212.7	295.2	248.3	259.2	221.1
September, 1948	248.3	257.4	228.7	219.5	265.0	291.3	221.3	236.8
October, 1948	273.9	261.7	227.1	224.4	334.9	272.5	292.7	237.5

Year and Month	Women's Clothing		Shoes		Drugs		Furniture	
	A	B	A	B	A	B	A	B
October, 1941	164.1	131.3	131.5	128.0	141.6	135.9	131.6	110.4
October, 1943	205.1	171.7	168.0	154.9	171.7	164.2	123.9	103.5
October, 1945	246.3	210.2	197.7	197.0	196.5	190.4	169.6	143.9
October, 1947	272.4	231.6	223.2	216.4	225.0	216.6	240.0	203.7
September, 1948	278.7	298.8	246.3	233.6	227.6	227.1	226.0	199.6
October, 1948	339.8	284.5	244.5	225.6	239.2	228.8	262.1	212.9

Year and Month	Hardware		(b) Jewellery		Radio and Electrical	
	A	B	A	B	A	B
October, 1941	164.9	140.6	140.1	150.9	152.1	127.5
October, 1943	160.9	141.1	179.8	201.5	116.5	101.6
October, 1945	228.0	198.3	229.6	247.5	144.3	121.0
October, 1947	312.8	273.1	223.7	241.1	325.1	272.5
September, 1948	317.2	275.1	242.5	268.8	318.8	285.2
October, 1948	355.3	311.4	236.9	265.6	342.7	298.8

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)
(Figures for the current year are subject to final revision)

Year and Month	General Index	Country General	Department	Variety	Food	Restaurant	Family Clothing
Maritime Provinces							
October, 1941	161.3	124.8	180.7	220.3	154.2	185.3	163.1
October, 1947	266.7	224.6	322.7	294.7	248.7	230.2	295.2
September, 1948	264.7	211.6	322.3	301.1	252.6	244.5	259.8
October, 1948	288.5	223.2	370.8	338.0	270.0	216.3	340.3
Quebec							
October, 1941	152.0	144.8	163.7	184.4	140.7	132.3	205.9
October, 1947	254.3	234.2	311.2	322.0	225.2	226.4	327.7
September, 1948	246.0	208.3	326.6	335.5	218.8	254.5	283.5
October, 1948	278.2	238.6	364.0	386.3	244.6	244.5	361.5
Ontario							
October, 1941	148.5	120.4	158.5	164.3	145.9	132.4	169.1
October, 1947	243.3	191.3	261.5	241.9	248.5	213.8	243.0
September, 1948	251.4	219.5	276.3	260.8	255.4	212.6	228.2
October, 1948	283.9	211.8	324.6	307.4	291.4	206.8	309.5
Prairie Provinces							
October, 1941	149.7	135.5	154.5	173.4	148.0	137.8	179.1
October, 1947	269.2	240.6	298.4	259.2	248.5	225.3	339.8
September, 1948	284.4	253.2	315.8	243.1	288.1	235.7	311.1
October, 1948	321.4	272.2	382.2	315.6	289.3	262.6	347.9
British Columbia							
October, 1941	143.3	123.3	161.0	133.3	142.6	110.7	150.6
October, 1947	265.2	245.3	286.5	195.8	241.2	205.7	295.4
September, 1948	279.6	262.0	322.7	192.6	249.2	217.3	262.9
October, 1948	301.3	279.3	356.0	213.0	269.3	214.4	294.1

Unadjusted Indexes of Retail Sales by Regions - (Average for 1935 - 1939 = 100)

(Figures for the current year are subject to final revision)

Men's(a) Clothing	Women's Clothing	Shoes	Drugs	Furniture	Hardware	(b) Jewellery	Radio and Electrical
Maritime Provinces							
197.7	174.8	143.3	153.2	93.1	169.1	187.2	154.6
266.3	314.9	242.4	231.1	319.9	314.4	247.1	355.9
228.6	311.9	233.8	224.2	315.3	326.5	288.2	363.4
272.5	365.6	239.4	231.3	318.7	347.3	261.3	410.2
Quebec							
169.6	170.7	119.3	139.1	136.3	174.8	129.9	169.5
233.8	261.4	189.4	235.4	219.1	345.7	227.9	372.5
189.0	250.5	197.1	230.2	195.1	353.9	213.2	289.2
262.0	289.2	199.1	252.3	228.1	414.3	214.0	342.4
Ontario							
169.1	163.4	134.2	134.9	134.9	161.9	141.6	137.2
250.6	271.3	227.1	207.6	230.9	272.8	205.7	265.9
215.0	287.9	260.8	210.6	226.6	272.6	241.4	282.5
284.1	351.7	250.6	219.0	259.7	294.1	220.0	283.1
Prairie Provinces							
171.1	158.6	137.6	156.0	129.2	162.8	142.5	165.0
323.6	280.5	252.5	238.5	239.0	319.2	251.2	390.1
294.3	286.8	260.1	246.2	219.7	324.0	264.9	387.1
395.4	392.7	310.2	263.8	296.6	380.1	300.3	446.7
British Columbia							
143.0	152.5	139.9	145.4	131.1	150.3	121.1	163.4
275.3	278.0	264.6	269.3	300.9	397.6	239.4	385.5
232.1	284.7	326.1	284.5	280.8	404.6	254.5	427.5
290.8	330.6	296.1	280.9	326.4	414.3	262.5	436.1

(a) Includes men's furnishings.

(b) Based on sales including the Federal Tax introduced in June, 1942.

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Minister of Trade and Commerce

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA

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RETAIL SALES

November, 1948

Sales in Canadian retail stores during November were 6% greater than in the same month of 1947 and were unchanged from October, 1948. The average increase for the first 11 months of the year amounted to 11%.

Among the apparel trades, only women's wear stores showed increased sales volume over November a year ago, and their 6% gain was much below the average rise of 17% in cumulative results for the first 11 months of the year. Men's wear and family clothing stores reported sales reductions of 6% compared with November, 1947, while an even larger decrease of 11% occurred in shoe store sales.

All other trades recorded sales increases, the largest being 12% for radio and electrical and hardware stores, and 10% for department stores.

Increases by regions were as follows: 9% in the Prairie Provinces, 8% in British Columbia, 7% in the Maritime Provinces, 5% in Ontario and 4% in Quebec.

A table showing comparative results appears on the reverse side of this page.

Note:- This condensed summary of retail sales trends in November replaces the usual monthly report on retail sales indexes. Publication of more detailed information will be resumed in the January, 1949 issue, after work on the revised series has been completed.

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	November, 1948 Compared With						Jan.-Nov., 1948 Compared With					
	November 1947						Jan. - Nov., 1947					
	CAN.			Br.			CAN.			Br.		
	Vol.	Rev.	Per. Cap.	Vol.	Rev.	Per. Cap.	Vol.	Rev.	Per. Cap.	Vol.	Rev.	Per. Cap.
GENERAL INDEX	+ 6.1	+ 7	+ 4	- 1	+ 3	+ 3	+ 14.1	+ 11	+ 10.8	+ 7	+ 9	+ 12
General Merchandise Group:												
Country General Stores	+ 3.0	+ 2	+ 9	- 4	+ 3	+ 3	+ 91.6	+ 5.0	7.6	+ 3	+ 6	+ 12
Department stores	+ 10.4	+ 15	+ 2	- 3	+ 13	+ 13	+ 147.3	+ 8.8	+ 13.4	+ 14	+ 7	+ 13
Variety stores	+ 7.0	+ 1	+ 2	+ 11	+ 13	+ 13	+ 88.1	+ 1.0	+ 14.8	+ 8	+ 14	+ 11
Food Group:												
Food Stores	+ 7.3	+ 3	+ 9	+ 7	+ 10	+ 10	+ 81.8	+ 4.8	+ 13.5	+ 8	+ 11	+ 12
Restaurants	+ 8.2	+ 4	+ 12	+ 8	+ 9	+ 9	+ 79.3	+ 1.8	+ 4.9	- 3	+ 10	+ 4
Clothing Group:												
Family Clothing Stores	- 5.7	+ 3	- 9	- 4	- 9	- 9	+ 89.3	- 5.7	+ 7.5	+ 7	+ 8	+ 8
Men's Clothing Stores	- 5.7	- 6	- 4	- 8	+ 2	- 8	+ 70.1	+ 5.7	+ 6.7	+ 2	+ 10	+ 4
Women's Clothing Stores	+ 5.3	+ 9	+ 2	+ 5	+ 19	+ 19	+ 100.9	- 5.4	+ 10.0	+ 9	+ 12	+ 15
Shoe Stores	- 10.4	- 5	- 35	- 1	+ 12	- 7	+ 60.7	- 11.1	+ 5.6	- 4	+ 2	- 3
Household and Personal Effects Group:												
Drug Stores	+ 1.4	+ 1	- 5	+ 1	+ 7	+ 8	+ 63.4	- 8.1	+ 7.1	+ 1	+ 8	+ 8
Furniture Stores	+ 6.7	+ 10	+ 10	+ 12	+ 3	- 20	+ 149.1	- 8.6	+ 3.4	- 5	+ 1	+ 3
Hardware Stores	+ 11.8	+ 23	+ 16	+ 11	+ 6	+ 1	+ 133.7	- 6.2	+ 9.2	+ 7	+ 14	+ 11
Jewellery stores (b)	+ 2.3	+ 11	- 7	+ 3	+ 15	- 12	+ 97.6	+ 17.9	+ 3.2	- 2	(a)	+ 4
Radio and Electrical Stores	+ 12.4	+ 11	+ 5	+ 11	+ 31	+ 13	+ 236.9	+ 16.7	+ 7.2	+ 7	+ 1	+ 3

(a) Change of less than 0.5 per cent

(b) Based on sales including the Federal Tax introduced in June, 1942.

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DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
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RETAIL SALES

December, 1948

Canadian retail merchants enjoyed the highest volume of Christmas trade on record when sales in December, 1948 were 14% higher than sales in December, 1947. This December increase compares with an average gain of 11% for the full-year 1948 over 1947.

Sharpest gains were in department stores, food stores, and shoe stores, all of which had increases of 18% in December. The increase of 18% in shoe stores was particularly notable, in that 1948 sales for that trade were only 7% above sales in the 12 months of 1947.

December sales increases for the three trades in the apparel group--family clothing, men's clothing and women's clothing--were similar to the average gain for retail trade as a whole.

Sales increases in the various regions were as follows: 16% in the Prairie Provinces; 15% in Ontario; 14% in Quebec; 11% in the Maritime Provinces and 9% in British Columbia.

Tables showing comparative results appear on the reverse side of this page.

Note: This condensed summary of retail sales trends in December replaces the usual monthly report on retail sales indexes. Publication of more detailed information will be resumed in the January, 1949 issue, after work on the revised series has been completed.

note loose

Comparison of Retail Sales in Canada, and for Regions, by Kinds of Business
(Comparisons are based on dollar sales. No corrections have been made for price changes.)

Kind of Business	December, 1948 Compared With						Jan.-Dec., 1948 Compared With							
	December, 1947						Jan.-Dec., 1947							
	Dec. 1941	Nov. 1948					Dec. 1941	Nov. 1948						
	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Pr. Col.		CANADA	CAN.	Mar. Prov.	Que.	Ont.	Pr. Prov.	Pr. Col.
	%	%	%	%	%	%		%	%	%	%	%	%	%
GENERAL INDEX	+13.8	+11	+14	+18	+16	+9	+91.7	+28.3	+11.1	+7	+9	+13	+11	+12
General Merchandise Group:														
Country General Stores	+6.7	+1	+8	+6	+8	+8	+84.7	+16.7	+7.8	+2	+5	+10	+8	+11
Department Stores	+18.0	+22	+17	+16	+22	(c)	+95.0	+22.0	+14.0	+16	+8	+14	+16	(c)
Variety Stores	+14.7	+14	+13	+18	+11	+10	+85.0	+33.5	+14.6	+9	+14	+18	+11	+11
Food Group:														
Food Stores	+17.7	+12	+17	+19	+19	+16	+92.0	+18.7	+13.9	+9	+11	+18	+11	+13
Restaurants	+6.2	+4	+15	+5	+9	-10	+63.2	-2.3	+5.0	-3	+10	+4	+5	+2
Clothing Group:														
Family Clothing Stores	+11.5	+11	+15	+10	+8	+9	+100.2	+39.2	+8.0	+7	+9	+9	+5	+9
Men's Clothing Stores	+12.8	+5	+17	+15	+16	-4	+90.4	+49.4	+7.6	+2	+11	+7	+11	+3
Women's Clothing Stores	+15.0	+16	+8	+18	+19	+10	+95.9	+36.3	+16.4	+10	+11	+19	+21	+14
Shoe Stores	+18.3	+6	+19	+23	+23	+3	+80.2	+73.6	+7.2	-3	+4	+11	+10	+2
Household and Personal Effects Group:														
Drug Stores	+1.3	(a)	(a)	+1	+5	+1	+72.2	+43.0	+6.4	+1	+7	+7	+7	+7
Furniture Stores	+10.1	+3	+9	+20	+4	-5	+120.3	+12.4	+4.0	-4	+2	+9	+2	+4
Hardware Stores	+11.2	+10	+20	+3	+23	-6	+118.4	+10.2	+9.4	+8	+14	+8	+7	+9
Jewellery Stores (b)	+5.7	+6	+3	+6	+17	-3	+80.3	+165.5	+3.8	-1	+1	+4	+10	+2
Radio and Electrical Stores	+4.2	-10	-3	+3	+13	+17	+155.8	+8.4	+6.2	+4	(a)	+5	+6	+23

(a) Change of less than 0.5 per cent.

(b) Based on sales including the Federal Tax introduced in June, 1942.

(c) Not available.

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16-4020
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RETAIL TRADE ----- FEBRUARY 1949 (INCL. JANUARY)

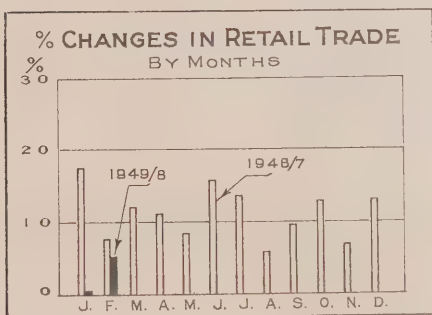
*New Series. - includes Dept. Store
(see p. 2) inventories*

Retail trade in Canada was estimated at \$466,900,000 in February. Total sales were down 5% from the January volume of \$493,370,000, but were 5% higher than the February, 1948 total of \$444,730,000.

January results showed a gain of only one-half of 1% over the previous January. When figures for January and February of the two years are brought together, 1949 sales are found to be up 2.6% over the same period of 1948. This advance is moderate in comparison with the average monthly gain of 11% in 1948 over 1947 (see chart below).

Combined sales for the first two months amounted to \$960,270,000 this year and \$935,530,000 in 1948.

Recent price trends cannot be disregarded if changes in sales are to be properly interpreted. Throughout 1948 the upward movement of prices outmatched sales increases in many lines, especially food and apparel. A levelling off in prices at the year's end has continued into the early months of 1949, and evidently this has had a moderating effect on sales expansion. Clearance sales were prominently featured by many merchants during the early weeks of this year, particularly in the apparel and household durable trades. These probably succeeded in moving out excess stocks, but did not result in an appreciable rise in dollar sales volume above last year's level.



A majority of the individual trades had higher sales in the first two months of this year than last. Most increases were small, both in February and in the two-month cumulative comparison. Similarly, in the case of those trades which failed to equal 1948 volume, decreases were of minor proportions. The fact that 13 of the listed trades had increases or decreases of 4% or less reflects the unusual uniformity of trend among them.

January-February increases of 6% for grocery and combination stores and 9% for department stores were largely responsible for keeping retail volume ahead of last year. Other trades which obtained sizable sales increases over last year were: meat stores (11%), variety stores (7%), women's clothing stores (8%) and lumber and building material dealers (13%). The latter was the highest increase which any of the individual trades recorded during the first two months of the year.

Motor vehicle dealers' sales were down 13% in January and February this year from a year ago, falling off more sharply than sales of other kinds of business. Reduced deliveries to dealers, as assembly lines turned to the production of 1949 models, partially explains the reduction.

Higher sales increases were recorded in the Prairie Provinces than elsewhere in the first two months of this year. A record level of cash farm income in 1948, including large supplementary grain payments, provided a fund of purchasing power which was not exhausted last year and helped to maintain sales on a high plane in the early part of 1949. Sales were up 8% in Manitoba, 11% in Saskatchewan and 15% in Alberta during the first two months of 1949. Quebec and Ontario barely exceeded 1948 volume, while British Columbia sales were unchanged from last year and the Maritime Provinces reported retail business down 2% from a year ago.

The chart on Page 3 traces monthly sales for three of the trades covered in this publication. Other trades will be given the same graphical presentation in subsequent issues.

FOR THE MONTH OF JANUARY 1949

This report is the first in a new monthly series featuring dollar estimates for an enlarged number of trades. It replaces the former monthly bulletin which employed index numbers as a guide to changes in retail business. A summary bulletin giving details for 1941, 1947 and 1948 was issued recently.

Results quoted in this bulletin are estimates based on reports filed by a sample of retail chain and independent companies.

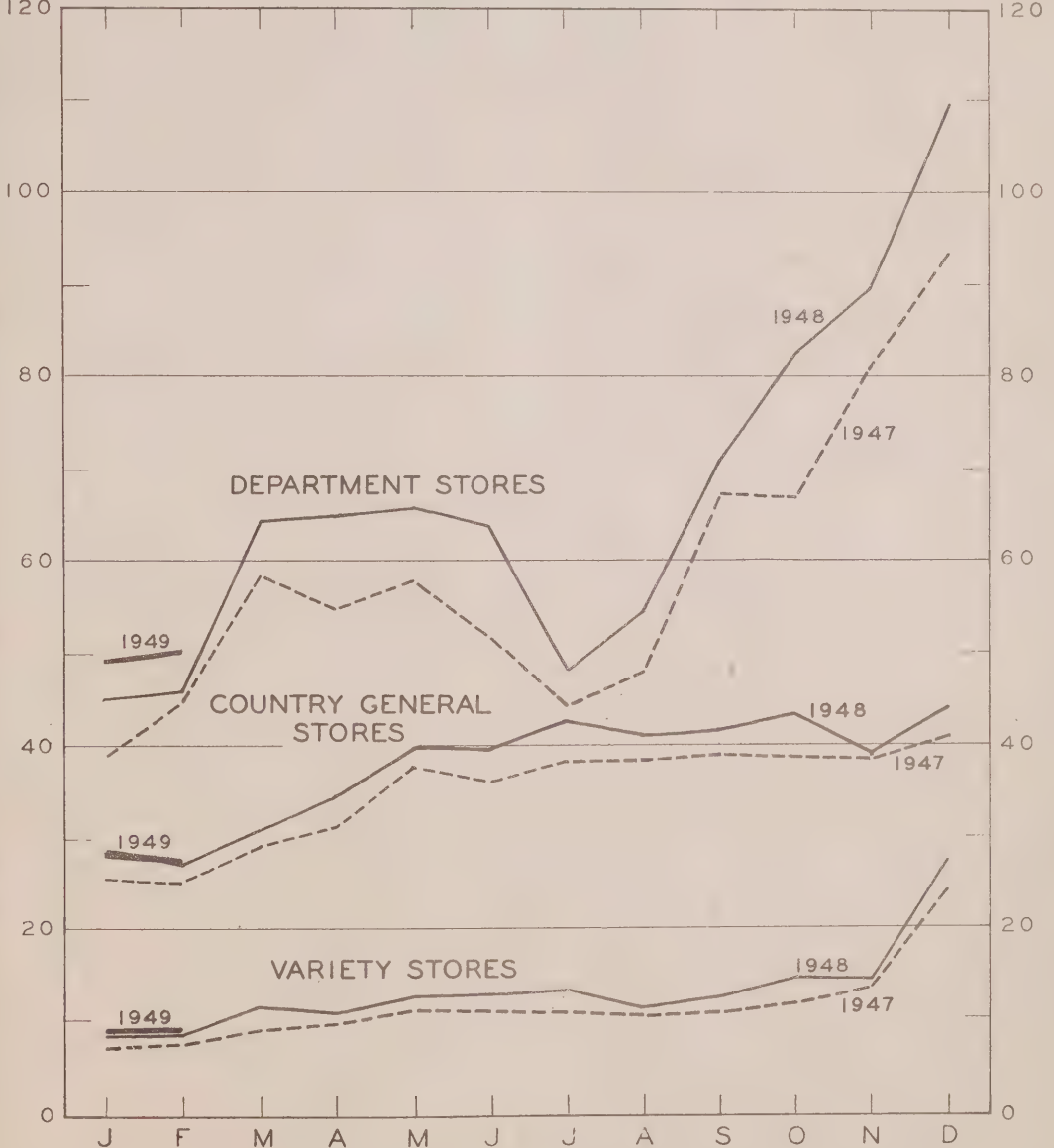
Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

MONTHLY SALES

GENERAL MERCHANDISE TRADES

MILLION
DOLLARS
120

MILLION
DOLLARS
120



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February, 1949 Over February, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.0	+ 2.5	+ 1.2	+ 4.4	+ 9.9	+21.6	+21.5	+ 1.6
Grocery & Combination	+ 9.8	+ 1.2	+ 8.9	+10.2	+11.1	+16.1	+23.3	+10.8
Meat	+12.9	+ 8.3	+13.7	+12.8	+31.3	+22.7	+31.8	(a)
Country General	+ 3.6	- 2.6	+ 0.6	(a)	+ 4.3	+10.1	+14.7	+ 3.9
Department	+ 9.4	+12.2	+ 1.6	+ 8.2	+11.5	+17.8	+28.4	+ 8.4
Variety	+ 7.0	+ 6.2	+ 4.8	+10.8	- 4.3	+ 3.7	+11.1	- 2.1
Motor Vehicle	- 9.4	-27.6	-15.3	-14.3	+24.7	+ 7.9	+24.4	- 6.3
Garages & Filling Stations ..	+ 1.1	- 8.5	+ 4.8	+ 1.6	-10.9	+44.2	+10.2	-12.0
Men's Clothing	- 5.5	- 6.8	-20.3	+ 0.2	+15.6	+12.0	(a)	- 9.8
Family Clothing	- 3.2	-11.4	- 4.4	- 1.1	- 9.4	- 2.4	+12.9	- 3.3
Women's Clothing	+ 8.0	+13.5	+ 3.4	+ 5.4	(b)	+42.9	+14.0	-10.9
Shoe	- 3.4	- 6.7	- 2.1	+ 0.9	(a)	+28.6	+23.1	-36.4
Hardware	+ 2.4	- 5.5	+ 1.5	+ 4.6	- 3.6	+14.5	+18.5	-15.6
Lumber & Building Material ..	+17.3	+24.3	+ 2.8	+36.3	+13.3	+18.0	+ 5.0	-24.1
Furniture	+ 4.5	- 1.9	+ 3.4	+13.2	-21.4	+15.4	+ 2.0	-17.4
Appliance & Radio	- 3.8	+28.0	-16.5	- 1.0	+ 6.3	- 6.2	+ 3.4	- 5.6
Restaurant	- 1.3	- 2.6	+ 3.2	- 2.9	- 1.1	- 2.9	+ 8.8	- 7.3
Coal & Wood	- 1.5	-15.9	-12.6	-11.2	+30.1	+23.0	(b)	+82.7
Drug	+ 4.1	+ 1.9	+ 4.0	+ 3.4	+ 4.5	+ 9.0	+ 9.0	+ 2.0
Jewellery (c)	- 0.9	-13.6	- 5.3	- 2.1	+35.0	+36.4	- 4.8	(a)
Tobacco	+ 1.7	(a)	+ 1.5	+ 2.5	(a)	+ 6.3	+18.2	- 4.1
All Others	+10.1	+ 4.1	+ 2.4	+ 9.1	+ 1.2	+58.5	+38.5	+ 4.6

(a) Unchanged. (b) Not available.

(c) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-February, 1949 Over January-February, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 2.6	- 2.3	+ 2.2	+ 0.8	+ 7.6	+11.2	+15.1	(a)
Grocery & Combination	+ 6.1	- 1.1	+ 6.6	+ 5.3	+ 8.1	+ 8.6	+18.9	+ 7.1
Meat	+11.4	+ 9.0	+13.0	+10.1	+16.7	+17.2	+29.0	+ 2.5
Country General	+ 1.5	- 3.7	+ 1.9	- 1.2	+ 1.0	+ 3.9	+ 8.0	+ 2.1
Department	+ 9.3	+16.3	+ 6.1	+ 6.7	+11.0	+15.4	+20.9	+ 8.9
Variety	+ 6.9	+ 5.6	+ 8.0	+ 9.8	- 6.4	- 1.9	+ 6.8	- 4.2
Motor Vehicle	-13.2	-26.8	-10.7	-17.2	+ 5.1	+ 0.6	+ 3.6	-19.0
Garages & Filling Stations ..	+ 2.8	+ 9.9	+ 3.3	+ 2.2	+ 1.9	+20.7	+ 1.2	- 6.3
Men's Clothing	- 0.8	- 3.1	- 4.6	+ 1.9	+21.1	+ 3.4	- 4.7	-12.2
Family Clothing	+ 0.8	- 4.7	- 0.9	+ 4.9	- 8.8	- 4.2	+ 9.1	(a)
Women's Clothing	+ 8.2	+ 7.7	+ 8.1	+10.0	+30.9	+26.5	+ 1.0	- 7.3
Shoe	+ 2.7	- 3.2	+ 9.5	+ 6.3	- 4.0	+11.8	+ 5.9	-28.1
Hardware	+ 3.9	- 2.5	+ 3.8	+11.8	- 3.7	+ 6.7	+ 5.6	-15.9
Lumber & Building Material ..	+12.9	+26.0	+ 8.8	+27.0	+14.0	+10.1	+ 3.2	-23.6
Furniture	- 0.9	- 1.9	- 1.0	+ 4.9	-17.9	(a)	+ 1.7	-20.9
Appliance & Radio	- 0.8	+29.4	- 3.3	- 0.1	+ 4.5	-21.2	+ 3.1	- 8.3
Restaurant	- 0.2	+ 0.7	+ 5.7	- 2.0	- 3.0	- 2.8	+ 8.7	- 4.8
Coal & Wood	- 3.9	-19.1	-13.7	-11.8	+21.5	+25.1	+64.9	+62.6
Drug	+ 2.9	- 0.5	+ 2.4	+ 3.0	+ 3.3	+ 7.1	+ 4.8	+ 0.7
Jewellery (b)	- 4.0	- 9.1	- 6.6	- 5.9	+26.2	+11.1	- 4.0	- 5.6
Tobacco	+ 2.3	- 2.0	+ 3.2	+ 3.1	- 3.4	+ 2.9	+23.8	- 5.9
All Others	+ 4.5	+ 1.9	+ 2.0	- 1.9	+ 7.0	+27.2	+39.4	+ 5.0

(a) Unchanged. (b) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY, 1949
(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total, All Trades	493,370	36,100	113,810	200,073	12,060	25,550	37,120	50,840
Grocery & Combination	94,070	8,350	27,540	37,750	3,990	3,320	4,920	8,110
Meat	13,410	460	3,830	5,210	420	550	1,000	1,930
Country General	28,530	3,880	6,140	5,740	2,040	4,080	3,940	2,690
Department	49,060	3,010	7,940	18,330	7,460	2,330	3,240	3,750
Variety	8,780	830	2,740	3,930	220	240	380	450
Motor Vehicle	43,840	3,450	9,570	17,970	2,410	2,790	4,070	3,070
Garages & Filling Stations	25,630	2,250	4,930	11,400	1,430	1,110	1,940	2,550
Men's Clothing	11,310	710	2,700	5,630	490	330	580	890
Family Clothing	9,420	930	2,970	3,530	330	500	370	790
Women's Clothing	10,540	420	2,050	5,260	480	460	570	1,310
Shoe	5,270	320	1,610	2,430	130	100	200	470
Hardware	10,500	670	2,560	4,200	490	640	1,000	930
Lumber & Building Material	12,110	460	1,250	5,380	1,090	1,220	1,780	960
Furniture	8,820	550	2,310	4,150	120	160	690	840
Appliance & Radio	7,170	340	1,860	3,560	350	110	370	600
Restaurant	20,120	800	3,480	9,260	1,000	1,060	1,900	2,620
Coal & Wood	17,880	1,310	3,360	8,550	1,730	1,070	310	1,560
Drug	14,620	1,070	2,600	6,690	930	770	1,010	1,530
Jewellery (a)	3,740	210	960	1,470	260	150	280	420
Tobacco	7,630	240	2,110	3,980	140	180	260	720
All Others	90,920	5,840	21,300	35,650	3,540	5,340	8,330	10,920

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(a) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

FEBRUARY, 1949
(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total, All Trades	466,900	33,350	108,660	190,900	28,110	25,390	33,240	47,220
Grocery & Combination	92,880	8,140	27,270	37,440	3,890	3,470	4,550	8,110
Meat	12,780	390	3,910	4,840	420	540	870	1,210
Country General	27,640	3,410	6,390	5,470	1,950	3,920	3,830	2,680
Department	50,130	3,040	7,660	20,090	7,440	2,250	3,210	6,440
Variety	8,980	860	2,640	4,120	220	280	400	470
Motor Vehicle	36,340	2,800	7,500	14,520	2,320	1,920	3,770	3,410
Garages & Filling Stations	22,070	1,840	4,400	10,090	1,230	1,110	1,510	1,900
Men's Clothing	9,500	550	2,080	4,910	370	280	470	830
Family Clothing	7,810	700	2,800	2,670	290	410	350	580
Women's Clothing	8,770	420	1,800	4,090	(a)	400	490	980
Shoe	4,520	280	1,380	2,140	110	90	160	350
Hardware	8,940	520	2,060	3,180	540	630	1,090	920
Lumber & Building Material	11,580	460	1,090	5,630	940	1,180	1,470	820
Furniture	8,970	510	2,410	4,380	110	150	510	900
Appliance & Radio	6,090	320	1,370	3,100	340	150	300	510
Restaurant	18,730	740	3,250	8,810	910	990	1,730	2,290
Coal & Wood	17,000	1,270	3,260	7,860	1,770	1,070	(a)	1,480
Drug	14,170	1,070	2,580	6,370	980	730	970	1,510
Jewellery (b)	3,490	190	890	1,380	270	150	200	420
Tobacco	7,330	240	2,070	3,750	140	170	260	710
All Others	89,180	5,600	21,760	36,060	3,340	5,500	6,800	10,100

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(a) Not available.

(b) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

DEPARTMENT STORE SALES AND INVENTORIES

February, 1948 and February, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORY*		
	Feb. 1948 (\$000)	Feb. 1949 (\$000)	% Change 1949/48	Jan. 31, 1948 (\$000)	Jan. 31, 1949 (\$000)	% Change 1949/48
TOTAL, ALL DEPARTMENTS ..	45,857	50,128	+ 9.3	143,231	163,643	+14.3
1. Women's dresses, coats and suits	4,816	5,299	+10.0	11,167	15,436	+38.2
2. Girls' and infants' wear.	1,353	1,527	+12.9	4,191	6,424	+53.3
3. Hosiery and gloves	1,431	1,438	+ 0.5	3,432	4,686	+36.5
4. Lingerie and corsets	1,764	1,983	+12.4	4,534	5,625	+24.1
5. Millinery	357	399	+11.8	781	961	+23.0
6. Women's and children's apparel - (Total, 1-5) .	9,721	10,646	+ 9.5	24,105	33,132	+37.4
7. Men's and boys' clothing and furnishings	4,042	4,351	+ 7.6	15,027	18,104	+20.5
8. Drugs, toilet articles and preparations	1,273	1,337	+ 5.0	4,207	4,079	- 3.0
9. Piece goods	3,930	4,588	+16.7	12,295	15,520	+26.2
10. Smallwares	1,667	1,798	+ 7.9	6,358	6,462	+ 1.6
11. Food and kindred products	4,800	4,355	- 9.3	6,896	4,242	-38.5
12. Furniture (including mattresses and springs).	3,359	3,905	+16.3	11,064	10,608	- 4.1
13. Home furnishings	4,015	4,584	+14.2	18,072	19,874	+10.0
14. Household appliances and electrical supplies	2,010	2,366	+17.7	5,616	6,635	+18.1
15. Hardware and kitchen utensils	2,101	2,273	+ 8.2	8,132	8,420	+ 3.5
16. Radios, musical instru- ments and supplies	840	1,040	+23.8	3,510	3,277	- 6.6
17. Shoes and other footwear.	2,461	2,653	+ 7.8	11,104	13,549	+22.0
18. Stationery, books and magazines	872	966	+10.8	2,791	2,843	+ 1.9
19. All other departments, total	4,766	5,266	+10.5	14,054	16,898	+20.2

* Comparisons are based on inventories at the beginning of February in the two years.

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADA

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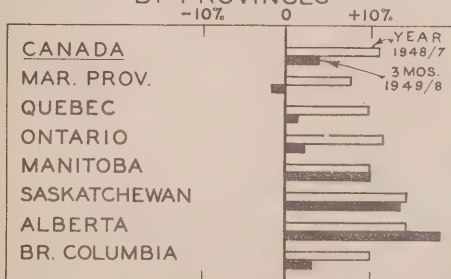
RETAIL TRADE — — — — — MARCH 1949

Retail trade totalled \$577,730,000 in Canada for March, 1949. This figure constituted a 23% gain over the revised February total of \$469,520,000 and was 6% higher than the \$546,880,000 sales volume in March last year. However, due to the fact that Easter fell in March in 1948 and in April in 1949, the true significance of March trading will not be revealed until April sales have been estimated. It is expected that after April results are known, the March-April volume will show a substantial gain. March sales were probably affected almost immediately by the generally increased disposable income which was in prospect when greater tax exemptions and lower tax rates were made public in the budget.

Cumulative dollar sales for the January-to-March period amounted to \$1,540,620,000 this year, compared with \$1,482,410,000 in 1948, or a gain of 4%. The gain for the first two months of 1949 over the same period in 1948 had been 3%.

During March, food stores and department stores, whose combined total represents about one-third of March sales volume, showed considerable increases. Food stores were up 10%, and department stores were 7% higher than in March, 1948. On the other hand, country general stores increased only slightly (2%), and most of this increase occurred in the western provinces.

% CHANGES IN RETAIL TRADE BY PROVINCES



The apparel group, which usually reacts readily to Easter sales, reflected the absence of Easter shopping this March and sales ranged from a decrease of 8% in shoes to a gain of less than 1% for women's clothing. For the same reason presumably, variety stores had a decrease of 6% in sales. Milder weather this March can be singled out as the most pertinent factor contributing to a drop of 4% in the coal and wood trade.

Lumber and building materials showed the largest single gain (14%), among the twenty-one trade categories reviewed. The prevailing high level of construction largely accounts for the continuing volume increases for lumber and building material retailers. The hardware trade, somewhat allied with construction activity also, but dependent on other types of merchandise as well, showed a lesser gain of only 2% over March, 1948.

A noteworthy recovery occurred in the automotive trades in March. Accompanied by a sharp increase in shipments from factories during the month, motor vehicle dealers' sales rose 11% over March, 1948, reversing the trend followed in the first two months of the year when sales were down 13% from a year ago. Filling station sales were 7% higher in March.

Jewellery store sales were 13% higher than in March last year.

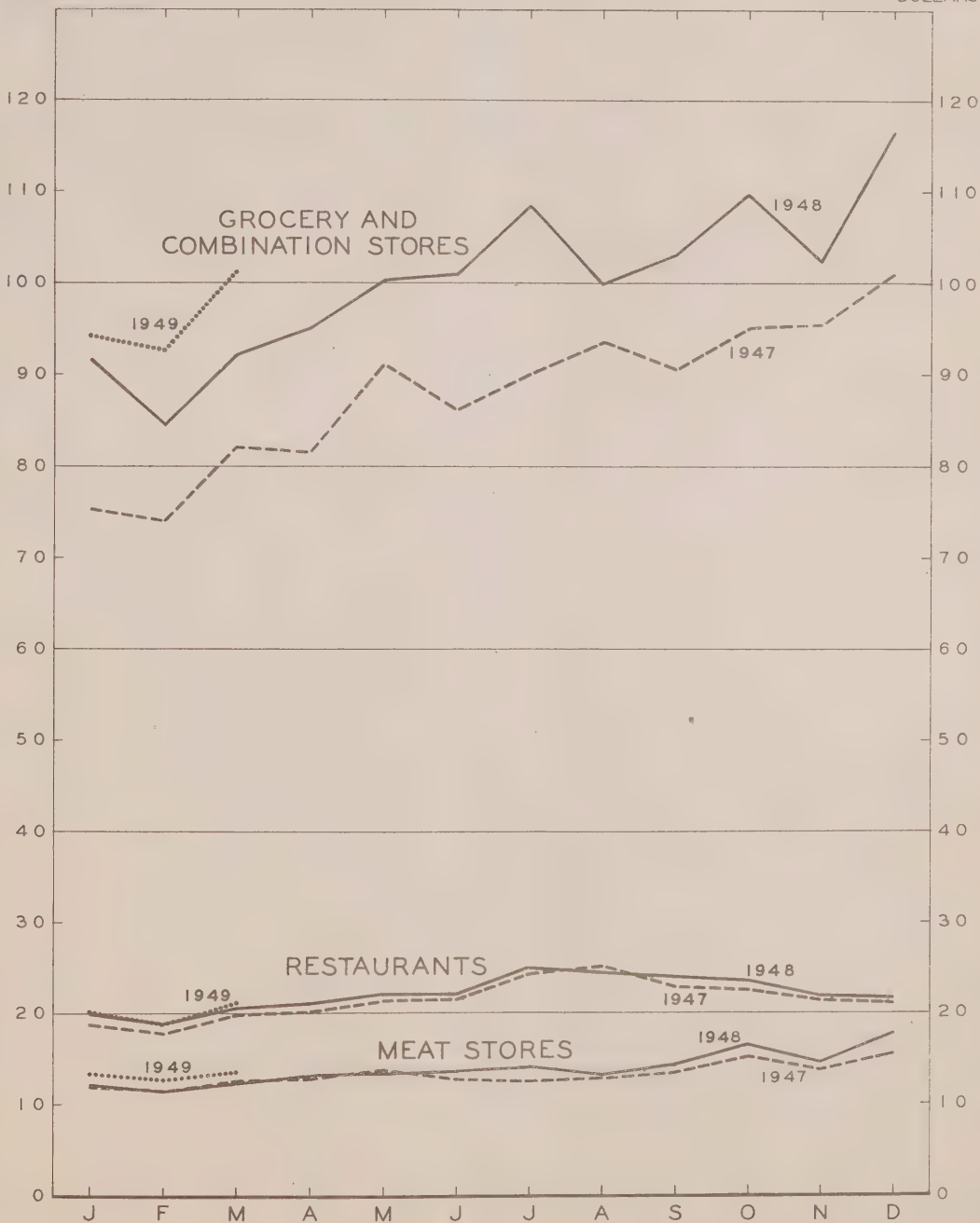
The Prairie Provinces were still showing the largest gains by region. Alberta led with sales up 22%, followed by Saskatchewan and Manitoba with sales increases of 18% and 14% respectively. British Columbia had an 8% sales increase, while Quebec and the Maritime Provinces were down slightly from last March. Ontario recorded a moderate gain of 5%. Cumulative sales increases by region for the first three months of 1949 over the same period in 1948 are plotted in the insert chart on the front page of this report and reflect the buoyancy of trade in the western areas in comparison with the rest of the country.

The chart on Page 3 illustrates the trend from 1947 onwards for grocery and combination stores, meat stores and restaurants.

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Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

MONTHLY SALES FOOD TRADES

MILLION
DOLLARSMILLION
DOLLARS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March, 1949 Over March, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.6	- 1.9	- 0.1	+ 4.6	+14.1	+18.1	+21.7	+ 7.5
Grocery & Combination	+ 9.9	+ 2.4	+ 6.9	+11.0	+14.4	+16.5	+23.5	+11.0
Meat	+10.1	+ 5.1	+ 9.7	+ 9.0	+10.3	+22.6	+30.8	+ 3.3
Country General	+ 1.8	- 1.2	- 6.7	+ 1.6	+ 8.3	+ 7.1	+ 6.6	+ 7.7
Department	+ 7.2	+ 6.4	+ 0.6	+ 3.9	+13.0	+14.1	+19.9	+10.7
Variety	- 6.2	- 3.5	-13.9	- 2.6	-12.5	- 3.1	+10.9	- 8.5
Motor Vehicle	+10.9	-24.1	+16.8	+ 8.2	+32.1	+23.9	+27.6	+11.7
Garages & Filling Stations ..	+ 6.7	+ 5.8	- 4.0	+ 0.2	+ 9.2	+58.2	+38.5	+20.6
Men's Clothing	- 4.5	- 1.3	-10.4	-10.0	(b)	+ 2.9	+28.1	+ 2.7
Family Clothing	- 7.6	- 7.5	+ 6.1	- 2.4	-13.9	+23.5	+20.5	+ 8.6
Women's Clothing	+ 0.6	+ 3.7	- 6.3	- 4.5	+32.1	+23.3	+27.7	+ 2.3
Shoe	- 7.9	- 9.5	- 9.7	-11.0	+ 5.6	+20.0	+14.3	(a)
Hardware	+ 2.1	- 5.9	- 3.3	- 0.5	+11.9	+22.2	+19.8	- 6.2
Lumber & Building Material ..	+14.1	(a)	- 4.0	+18.2	+32.6	+ 1.7	+34.1	- 0.7
Furniture	+ 4.5	+13.3	- 2.2	+ 6.9	+ 7.7	+18.8	+23.7	- 4.6
Appliance & Radio	+ 3.8	+39.3	- 0.9	+ 2.3	+11.4	(b)	+23.3	- 4.3
Restaurant	+ 3.0	(a)	+ 1.5	+ 1.1	+ 8.9	+ 5.2	+16.3	+ 0.4
Coal & Wood	- 4.2	-14.2	- 2.8	- 2.6	(a)	-22.1	- 7.7	+ 6.3
.....	+ 6.5	- 1.7	+ 7.3	+ 5.1	+ 8.4	+21.4	+11.1	+ 7.0
Jewellery (c)	+12.6	+ 8.3	-14.9	+29.0	+31.0	(b)	(a)	+17.6
Tobacco	+ 4.8	- 7.1	+ 4.9	+ 5.3	(a)	+ 5.6	+22.2	(a)
All Others	+ 5.2	+ 2.4	- 5.7	+ 4.8	+10.3	+34.8	+23.2	+ 7.7

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-March, 1949 Over January-March, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 3.9	+ 1.9	+ 1.3	+ 2.4	+10.0	+13.6	+18.5	+ 3.0
Grocery & Combination	+ 7.3	+ 0.1	+ 6.5	+ 7.2	+10.3	+11.2	+20.6	+ 8.7
Meat	+10.9	+ 7.7	+11.7	+ 9.8	+13.5	+19.2	+30.0	+ 2.6
Country General	+ 1.2	+ 2.2	+ 2.6	+ 0.5	+ 3.8	+ 3.9	+ 7.0	+ 4.5
Department	+ 8.4	+11.6	+ 3.8	+ 5.6	+11.3	+14.8	+20.5	+ 9.6
Variety	+ 1.8	+ 2.6	+ 0.8	+ 4.7	+ 8.9	+ 2.4	+ 9.2	+ 5.8
Motor Vehicle	+ 2.7	+25.2	(a)	+ 5.3	+15.4	+12.3	+12.2	+ 6.1
Garages & Filling Stations ..	+ 5.2	+ 8.5	+ 1.4	+ 1.6	+ 5.2	+32.7	+18.4	+ 6.9
Men's Clothing	+ 3.0	+ 2.0	+ 6.4	+ 4.6	(b)	+ 3.2	+ 6.7	+ 6.5
Family Clothing	+ 2.9	+ 6.1	+ 0.8	+ 2.4	+13.5	+ 5.5	+15.5	+ 2.9
Women's Clothing	+ 5.8	+ 6.1	+ 3.5	+ 5.2	+25.4	+25.2	+14.1	+ 3.6
Shoe	+ 1.4	+ 5.8	+ 1.6	+ 1.1	(a)	+14.8	+10.9	+17.6
Hardware	+ 2.9	+ 3.7	+ 0.1	+ 7.2	+ 1.3	+12.6	+10.5	+12.3
Lumber & Building Material ..	+14.2	+16.4	+ 3.6	+23.5	+24.0	+ 7.5	+17.1	+14.4
Furniture	+ 0.1	+ 3.6	+ 4.7	+ 5.4	+ 9.8	+ 6.4	+10.7	+15.1
Appliance & Radio	+ 2.4	+34.2	+ 0.2	+ 1.7	+ 8.9	(a)	+12.6	+ 6.3
Restaurant	+ 1.2	(a)	+ 4.0	+ 0.9	+ 0.6	+ 0.3	+14.5	+ 2.8
Coal & Wood	+ 3.9	+16.3	+10.2	+ 8.8	+14.8	+ 8.3	+46.0	+42.0
Drug	+ 4.4	+ 0.6	+ 3.8	+ 4.2	+ 5.5	+12.4	+ 7.3	+ 2.8
Jewellery (c)	+ 2.4	+ 2.9	+ 9.3	+ 6.9	+28.2	+23.1	+ 2.6	+ 2.1
Tobacco	+ 3.1	+ 3.9	+ 3.8	+ 3.8	+ 2.2	+ 3.8	+23.3	+ 3.9
All Others	+ 4.9	+ 2.1	+ 0.6	+ 0.6	+ 8.2	+29.2	+34.9	+ 5.9

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY-MARCH, 1949
(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total, All Trades	1,540,620	110,430	353,740	624,780	92,160	84,560	115,340	159,630
Grocery & Combination	287,960	25,250	83,790	115,980	12,260	10,590	14,700	28,250
Meat	39,870	1,280	11,900	15,170	1,260	1,740	2,900	5,630
Country General	87,730	11,350	19,250	17,440	6,340	12,500	12,250	8,600
Department	168,320	11,170	26,470	64,080	24,690	8,390	11,360	22,140
Variety	28,360	2,800	8,450	12,820	720	830	1,300	1,460
Motor Vehicle	147,140	10,510	31,810	60,010	8,320	9,430	13,650	13,400
Garage & Filling Station	75,850	6,280	14,940	32,980	4,230	3,650	6,060	7,730
Men's Clothing	33,400	2,010	8,020	16,270	(b)	970	1,750	2,870
Family Clothing	27,660	2,600	9,350	9,860	900	1,540	1,270	2,130
Women's Clothing	32,570	1,400	6,790	15,300	1,680	1,390	1,940	4,070
Shoe	16,170	980	4,980	7,390	430	310	610	1,450
Hardware	30,290	1,830	6,900	11,180	1,690	2,150	3,470	3,070
Lumber & Building Material	37,990	1,350	3,780	17,140	3,310	3,590	5,620	3,220
Furniture	27,980	1,740	7,150	13,290	370	500	1,960	2,980
Appliance & Radio	21,440	1,060	5,540	10,390	1,100	530	1,070	1,780
Restaurant	60,180	2,360	10,050	27,900	3,110	3,280	5,860	7,610
Coal & Wood	50,150	3,850	9,660	24,220	4,810	2,880	730	4,020
Drug	44,520	3,300	7,940	20,190	2,900	2,360	3,090	4,720
Jewellery (c)	12,200	650	3,010	4,970	910	480	740	1,430
Tobacco	23,070	740	6,520	11,880	440	540	740	2,220
All Others	287,770	17,910	67,440	116,320	11,170	16,910	24,270	33,750

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based included 25% Federal tax levied at consumer level.

DEPARTMENT STORE SALES AND INVENTORIES

March, 1948 and March, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	March 1948 (\$000)	March 1949 (\$000)	% Change, 1949/48	Feb. 29 1948 (\$000)	Feb. 28 1949 (\$000)	% Change, 1949/48
TOTAL, ALL DEPARTMENTS .	64,486	69,125	+ 7.2	163,042	188,824	+15.8
1. Women's dresses, coats and suits	8,301	9,540	+14.9	14,290	19,601	+37.2
2. Girls' and infants' wear	2,721	3,242	+19.1	5,514	8,319	+50.9
3. Hosiery and gloves	2,194	1,988	- 9.4	4,264	5,724	+34.2
4. Lingerie and corsets ...	2,491	2,844	+14.2	5,216	6,960	+33.4
5. Millinery	939	859	- 8.5	1,149	1,335	+16.2
6. Women's and children's apparel - (Total, 1-5).	16,646	18,473	+11.0	30,433	41,939	+37.8
7. Men's and boys' clothing and furnishings	7,267	7,103	- 2.3	18,261	21,728	+19.0
8. Drugs, toilet articles and preparations	1,347	1,472	+ 9.3	4,152	4,244	+ 2.2
9. Piece goods	5,242	5,605	+ 6.9	14,155	17,810	+25.8
10. Smallwares	1,975	2,016	+ 2.1	6,755	7,034	+ 4.1
11. Food and kindred products	5,227	4,855	- 7.1	6,697	4,001	-40.3
12. Furniture (including mattresses and springs)	3,642	4,274	+17.4	11,809	11,972	+ 1.4
13. Home furnishings	5,023	5,400	+ 7.5	20,052	21,288	+ 6.2
14. Household appliances and electrical supplies ...	2,558	2,849	+11.4	5,880	7,701	+31.0
15. Hardware and kitchen utensils	3,018	3,313	+ 9.8	8,821	10,144	+15.0
16. Radios, musical instru- ments and supplies	918	1,039	+13.2	3,384	3,342	- 1.2
17. Shoes and other footwear	4,534	4,613	+ 1.7	12,940	15,695	+21.3
18. Stationery, books and magazines	883	920	+ 4.2	2,935	3,029	+ 3.2
19. All other departments, total	6,206	7,193	+15.9	16,768	18,897	+12.7

*Comparisons are based on inventories at the beginning of March in the two years.

DEPARTMENT STORE SALES, BY SELECTED DEPARTMENTS

January to March, 1948 and January-to-March, 1949

These figures are estimates of total department store sales.

Department	SALES		
	Jan. to Mar., 1948 (\$000)	Jan. to Mar., 1949 (\$000)	% Change, 1949/1948
TOTAL, ALL DEPARTMENTS	165,134	168,347	+ 8.4
1. Women's dresses, coats and suits	18,164	20,578	+13.3
2. Girls' and infants' wear.	5,191	6,017	+15.9
3. Hosiery and gloves	4,946	4,812	- 2.7
4. Lingerie and corsets	5,761	6,692	+16.2
5. Millinery	1,590	1,595	+ 0.3
6. Women's and children's apparel - (Total, 1-5) .	35,652	39,694	+11.3
7. Men's and boys' clothing and furnishings	15,532	16,224	+ 4.5
8. Drugs, toilet articles and preparations	3,985	4,202	+ 5.4
9. Piece goods	13,125	15,182	+15.7
10. Smallwares	5,332	5,594	+ 4.9
11. Food and kindred products	15,190	13,602	-10.5
12. Furniture (including mattresses and springs).	10,209	11,975	+17.3
13. Home furnishings	12,406	13,743	+10.8
14. Household appliances and electrical supplies	6,420	7,388	+15.1
15. Hardware and kitchen utensils	7,075	7,543	+ 6.6
16. Radios, musical instru- ments and supplies	2,657	3,081	+16.0
17. Shoes and other footwear.	9,425	9,820	+ 4.2
18. Stationery, books and magazines	2,614	2,753	+ 5.3
19. All other departments, total	15,612	17,546	+12.4

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADADominion Statistician:
Director, Industry and Merchandising Division:
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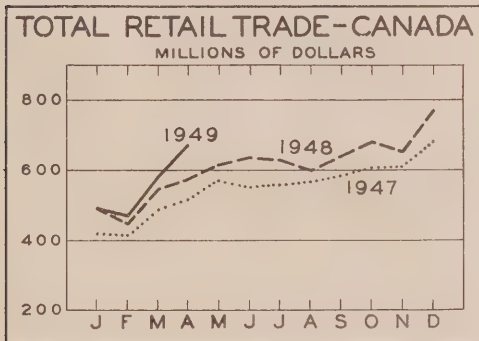
RETAIL TRADE _ _ _ _ _ APRIL 1949

Canada's retail trade was sharply higher in April when sales reached \$669 millions and exceeded April, 1948 volume of \$573 millions by 17%. The occurrence of Easter and the prevalence of favourable weather conditions in April this year were partially responsible for the high level of consumer spending. Last year seasonal Easter buying was concentrated in March. Tax reductions provided in the budget released additional purchasing power which also helped to swell retail sales.

Sales in the January-to-April period of 1949 were \$2,211,610,000, while volume in the same period of last year amounted to \$2,055,590,000, a gain of 8%.

The April increase was the largest recorded in several months and is in contrast to the more moderate gains in earlier months of the year, which were as follows: January, +1%; February, +5%; and March, +6%.

Easter's effect was felt more sharply by some trades than others. It was probably important in bringing about the considerable increases recorded by apparel, variety and department stores. Rather sizable gains for the automotive, food and jewelry stores must be attributed mainly to other factors.



increases ranging from 8% in the Maritime Provinces to 15% in Ontario.

Coal and wood dealers sustained a reduction of 25% in April sales this year from last year. Reductions were common to all provinces and reached 54% in Saskatchewan.

In the Prairie Provinces, where sales have been expanding at a rapid rate for some time, exceptionally high sales volumes were recorded in April. Increases in total trade amounted to 50% in Saskatchewan, 38% in Alberta and 27% in Manitoba compared with April a year ago, evidence of the promising outlook occasioned by oil well development and its effect on related enterprises in Western Canada. Announcement in March of a 20-cent increase in the price of wheat, retroactive to 1945, gave added buoyancy to trade in the Prairie Provinces. Other parts of the country shared in lesser degree the prosperous April trade,

Removal of the Federal Tax on jewellery may be considered the principal reason for the abrupt upswing in sales of jewellery stores in April. This year, with the tax removed, sales were 35% higher than the total for April, 1948 which included the Federal Tax.

Grocery and combination store sales were 14% above April, 1948 volume. An additional factor affecting results for the food trade was the fact that there were five Saturdays in April this year and four in April, 1948.

One of the larger increases in April was that reported by motor vehicle dealers, and substantial retail deliveries of new vehicles had a decided influence on this result. Garages and filling stations also enjoyed increased patronage in April this year. Increases for both these segments of the automotive trade were in the vicinity of 25%.

All other trades reported higher sales in April this year than last. In some cases, particularly in the durable household goods trades, the gains were small in extent. Declines appeared in some trades in certain areas, most of them in British Columbia.

The chart on Page 3 illustrates the trend from 1947 onwards for the four trades constituting the apparel group.

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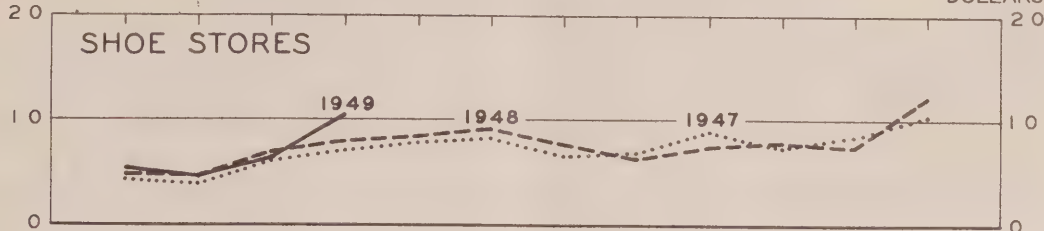
Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

MONTHLY SALES APPAREL STORES

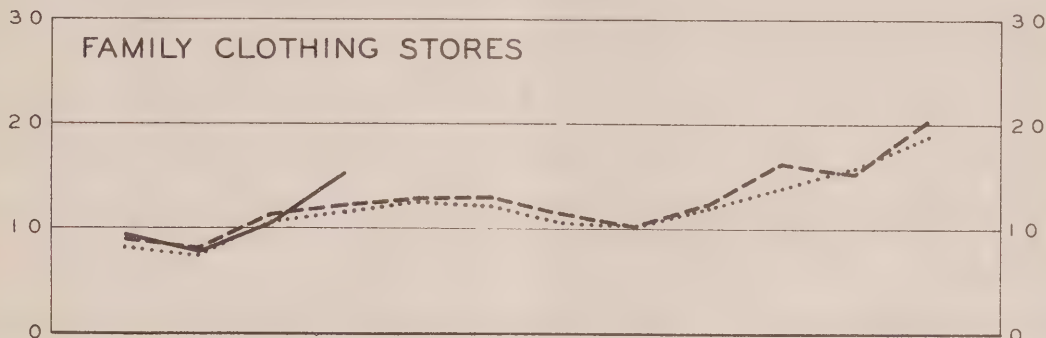
MILLION
DOLLARS

MILLION
DOLLARS

SHOE STORES



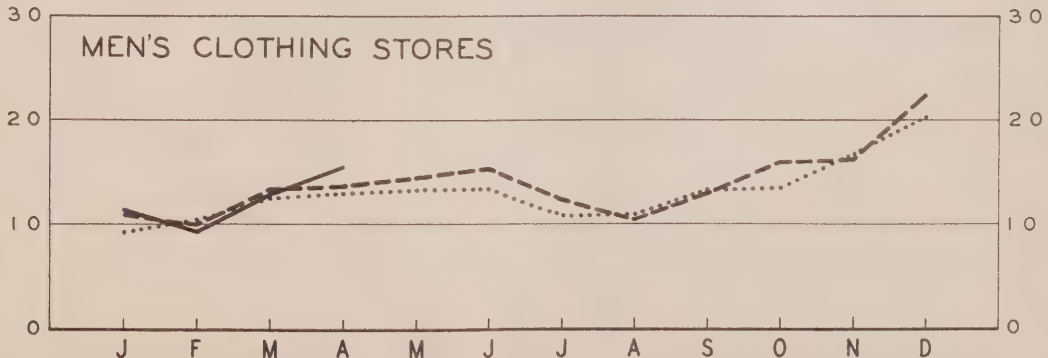
FAMILY CLOTHING STORES



WOMEN'S CLOTHING STORES



MEN'S CLOTHING STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April, 1949 Over April, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+16.8	+ 7.8	+10.4	+14.6	+27.0	+49.8	+38.0	+ 9.6
Grocery & Combination	+14.2	+ 3.1	+11.2	+17.1	+16.6	+23.4	+26.2	+12.0
Meat	+16.5	+ 2.6	+18.0	+15.2	+28.9	+29.5	+28.1	+ 7.4
Country General	+ 7.8	+ 0.4	+ 7.2	+ 0.3	+21.1	+33.4	+23.7	+ 4.6
Department	+15.3	+20.4	+10.5	+13.1	+19.9	+23.2	+26.5	+11.4
Variety	+29.5	+26.1	+27.6	+31.9	+25.8	+32.3	+43.2	+16.4
Motor Vehicle	+26.3	+ 3.0	+14.1	+24.6	+61.4	+69.9	+57.1	+14.8
Garage & Filling Station ..	+24.9	+ 7.3	+12.8	+11.1	+50.9	+127.7	+91.3	+22.0
Men's Clothing	+13.0	+10.5	+13.0	+13.2	(b)	+31.7	+32.2	+ 3.3
Family Clothing	+24.8	+20.8	+17.3	+36.5	+35.0	+38.5	+34.0	+ 5.3
Women's Clothing	+32.0	+10.1	+26.6	+32.4	+90.5	+77.6	+42.1	+11.4
Shoe	+30.0	+29.2	+41.1	+25.1	+48.0	+90.9	+41.7	- 1.4
Hardware	+12.2	+ 2.2	+ 0.9	+ 7.5	+24.7	+46.2	+57.3	- 9.9
Lumber & Building Material ..	+ 7.8	-13.8	+ 6.5	- 1.4	+21.4	+12.6	+60.2	-13.8
Furniture	+ 2.2	(a)	+ 1.3	+ 7.5	(a)	+31.6	+ 1.4	-17.2
Appliance & Radio	+ 2.4	+44.8	(a)	(a)	+15.0	(b)	- 3.3	+ 4.2
Restaurant	+ 2.9	+ 1.1	+ 2.9	+ 0.3	- 5.0	+15.0	+28.6	- 5.0
Coal & Wood	-24.8	-31.3	-24.5	-22.9	-15.5	-53.7	-36.4	-13.3
Drug	+ 9.8	+10.0	+ 3.7	+ 9.0	+17.0	+21.6	+10.2	+12.0
Jewellery (c)	+35.0	+26.1	+51.0	+34.4	+38.5	+35.7	+28.0	+16.4
Tobacco	+ 4.6	+ 8.0	+ 7.3	+ 2.7	+ 6.3	+11.1	+ 6.3	+ 4.1
All Others	+23.6	+21.2	+ 9.2	+20.1	+38.5	+95.2	+41.9	+16.9

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-April, 1949 Over January-April, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.8	+ 1.1	+ 3.9	+ 5.9	+15.2	+24.9	+23.6	+ 4.8
Grocery & Combination	+ 9.3	+ 0.8	+ 7.8	+10.2	+12.0	+15.3	+21.7	+ 9.2
Meat	+12.6	+ 6.4	+13.6	+11.1	+18.6	+21.7	+30.8	+ 4.3
Country General	+ 3.0	- 1.2	- 4.3	- 1.0	+ 8.7	+12.4	+12.5	+ 4.3
Department	+10.5	+14.5	+ 5.8	+ 7.7	+14.2	+17.5	+22.2	+10.1
Variety	+ 9.8	+10.2	+ 7.7	+12.4	+ 0.9	+ 6.9	+18.4	(a)
Motor Vehicle	+ 5.9	-17.1	+ 4.7	+ 2.8	+29.4	+31.5	+24.7	+ 0.2
Garage & Filling Station	+11.9	+ 4.0	+ 2.8	+ 6.8	+19.3	+68.9	+37.1	+10.6
Men's Clothing	+ 2.8	+ 1.7	- 0.6	+ 0.8	(b)	+11.1	+13.6	- 4.0
Family Clothing	+ 5.2	+ 2.1	- 1.1	+1.3	+ 0.7	+15.6	+21.3	+ 4.0
Women's Clothing	+14.1	+ 9.0	+11.6	+13.3	+46.2	+41.3	+22.8	+ 1.0
Shoe	+ 8.5	+ 5.3	+13.8	+ 7.6	+17.6	+36.8	+20.3	+12.9
Hardware	+ 5.8	+ 2.8	+ 0.4	+ 7.2	+ 7.9	+24.6	+24.2	-11.4
Lumber & Building Material	+12.2	+ 6.3	+ 4.5	+15.0	+24.0	+ 9.0	+28.9	-14.2
Furniture	+ 0.4	+ 2.4	- 3.8	+ 5.8	- 6.9	+13.6	+ 8.0	-15.7
Appliance & Radio	+ 3.6	+37.0	+ 0.7	+ 2.3	+11.3	(a)	+ 7.2	- 2.3
Restaurant	+ 1.2	+ 1.2	+ 3.7	- 1.0	- 4.0	+ 5.1	+16.9	- 3.5
Coal & Wood	- 7.6	-17.6	-13.4	-11.4	+ 9.7	- 4.5	+31.1	+30.4
Drug	+ 5.9	+ 2.3	+ 3.7	+ 5.7	+ 8.4	+15.1	+ 8.3	+ 4.9
Jewellery (c)	+10.9	+ 4.4	+ 5.5	+14.3	+30.9	+28.4	+ 4.0	+ 6.2
Tobacco	+ 8.4	- 1.5	+ 4.3	+ 3.5	(a)	+ 5.7	+17.4	- 2.0
All Others	+ 9.9	+ 7.3	+ 2.3	+ 5.4	+17.3	+61.3	+35.6	+ 8.9

(a) Unchanged, (b) Not available, (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MARCH, 1949

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	579,450	40,980	131,540	233,690	35,370	33,030	43,730	61,130
Grocery & Combination	101,900	8,770	29,220	41,560	4,390	3,850	5,150	8,970
Meat	13,770	410	4,190	5,100	440	640	1,060	1,940
Country General	31,840	4,030	6,890	6,090	2,350	4,690	4,630	3,170
Department	69,130	5,120	10,870	25,660	9,790	3,810	4,950	8,920
Variety	10,630	1,120	3,100	4,830	280	310	510	540
Motor Vehicle	65,370	4,180	14,710	26,110	3,580	4,610	5,870	6,310
Garage & Filling Station	28,510	2,210	5,420	12,600	1,570	1,460	2,310	2,950
Men's Clothing	13,430	740	3,200	6,130	(b)	350	730	1,130
Family Clothing	10,590	990	3,720	3,640	320	630	530	770
Women's Clothing	13,060	590	2,840	5,770	700	530	830	1,800
Shoe	6,230	380	1,850	2,830	190	120	240	620
Hardware	10,940	610	2,360	3,800	640	880	1,410	1,230
Lumber & Building Material	14,080	430	1,440	6,160	1,210	1,180	2,240	1,420
Furniture	10,300	680	2,570	4,750	140	190	730	1,250
Appliance & Radio	8,120	390	2,250	3,790	400	(b)	350	690
Restaurant	20,840	860	3,330	9,670	1,090	1,250	2,000	2,660
Coal & Wood	15,360	1,310	3,070	7,790	1,310	730	120	1,020
Drug	15,710	1,160	2,770	7,100	1,030	860	1,110	1,670
Jewellery (c)	4,960	260	1,170	2,110	380	(b)	250	600
Tobacco	8,060	260	2,300	4,140	160	190	220	790
All Others	106,560	6,480	24,270	44,060	4,250	6,320	8,490	12,680

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 1949
(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	669,270	47,190	155,260	259,190	42,480	48,250	51,080	65,510
Grocery & Combination	108,570	9,270	31,150	44,010	4,780	4,330	5,680	9,360
Meat	15,340	400	4,780	5,620	580	790	1,140	2,040
Country General	37,330	4,500	7,910	7,180	2,810	6,270	5,480	3,160
Department	74,970	5,960	12,180	27,540	10,960	4,300	4,870	9,160
Variety	13,930	1,400	4,300	6,160	390	410	630	640
Motor Vehicle	80,180	5,810	18,320	29,390	5,100	7,120	7,370	7,050
Garage & Filling Station	36,700	2,270	7,290	13,970	2,550	3,780	3,500	3,330
Men's Clothing	15,520	950	4,090	7,450	(b)	540	780	1,260
Family Clothing	15,270	1,450	5,760	4,970	540	900	670	990
Women's Clothing	18,390	760	4,230	8,290	1,200	870	1,080	1,950
Shoe	10,430	620	3,640	4,540	370	210	340	720
Hardware	15,470	930	3,190	5,570	910	1,550	1,950	1,360
Lumber & Building Material	16,670	500	1,810	7,140	1,360	1,520	2,900	1,440
Furniture	11,820	770	3,240	5,420	170	250	750	1,200
Appliance & Radio	7,990	420	2,030	3,840	460	(b)	290	750
Restaurant	21,750	890	3,500	10,120	1,140	1,460	2,160	2,490
Coal & Wood	19,000	790	1,790	4,680	710	310	70	650
Drug	15,540	1,210	2,520	7,050	1,100	900	1,080	1,680
Jewellery (c)	5,510	290	1,540	2,190	360	190	320	640
Tobacco	8,350	270	2,340	4,260	170	200	340	770
All Others	130,540	7,730	29,650	50,100	6,370	12,140	9,680	14,870

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

April, 1948 and April, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	April 1948 (\$000)	April 1949 (\$000)	% Change 1949/48	Mar. 31, 1948 (\$000)	Mar. 31, 1949 (\$000)	% Change 1949/48
TOTAL, ALL DEPARTMENTS .	65,018	74,969	+15.3	169,143	193,049	+14.1
1. Women's dresses, coats and suits	8,362	11,032	+31.9	14,850	19,740	+32.9
2. Girls' & infants' wear	2,506	3,523	+40.6	5,539	8,243	+48.8
3. Hosiery and gloves ...	2,071	2,497	+20.6	4,617	6,054	+31.1
4. Lingerie and corsets .	2,293	2,695	+17.5	5,415	7,123	+31.5
5. Millinery	850	1,328	+56.2	1,078	1,232	+14.3
6. Women's and children's apparel- (Total, 1-5).	16,082	21,075	+31.0	31,499	42,392	+34.6
7. Men's & boys' clothing and furnishings	6,899	8,718	+26.4	19,593	22,716	+15.9
8. Drugs, toilet articles and preparations	1,310	1,372	+ 4.7	4,212	4,191	- 0.5
9. Piece goods	4,790	4,684	- 2.2	14,673	18,366	+25.2
10. Smallwares	1,840	1,939	+ 5.4	7,090	7,306	+ 3.0
11. Food & kindred products	5,262	5,040	- 4.2	5,713	3,652	-36.1
12. Furniture (including mattresses & springs)	4,146	4,201	+ 1.3	12,872	12,871	(a)
13. Home furnishings	5,513	5,677	+ 3.0	20,749	21,608	+ 4.1
14. Household appliances & electrical supplies .	2,609	2,819	+ 8.0	5,771	7,840	+35.9
15. Hardware and kitchen utensils	3,654	3,886	+ 6.3	9,043	9,968	+10.2
16. Radios, musical instru- ments and supplies ..	782	827	+ 5.8	3,544	3,558	+ 0.4
17. Shoes & other footwear	4,569	5,792	+26.8	13,775	16,348	+18.7
18. Stationery, books and magazines	743	855	+15.1	3,076	3,124	+ 1.6
19. All other departments, total	6,819	8,084	+18.6	17,533	19,109	+ 9.0

* Comparisons are based on inventories at the beginning of April in the two years.
(a) Change of less than 0.1 per cent.

Canada totals do not include Newfoundland figures.

Note: Beginning with the present issue of this bulletin, results for the retail food trade appear in the form of estimates of total sales for the two segments, chains and independents. The figures quoted below are for grocery and combination grocery and meat stores, but do not include totals for meat markets.

Chain Stores

Sales of chain grocery and combination stores were 24% higher in April, 1949 than in April, 1948. Total sales were estimated to be \$38,550,500 in April this year and \$30,986,100 in the same month of 1948.

Chain Food Store Sales in April, 1948 and 1949

Region	Estimated Sales		% Change, April, 1949 April, 1948
	April, 1948	April, 1949	
	\$	\$	
CANADA	30,986,100	38,550,500	+24.4
Maritime Provinces	1,251,400	1,372,800	+ 9.7
Quebec	5,449,800	7,319,100	+34.3
Ontario	17,104,700	21,080,100	+23.2
Prairie Provinces	3,781,300	4,796,500	+26.8
British Columbia	3,398,900	3,982,000	+17.2

Independent Stores

A gain of 9% in sales of independent food stores in April was somewhat smaller than that for chain stores. There was also a wider variation in the degree of the increases for different regions, gains ranging from 2% in the Maritime Provinces to 26% in Alberta.

Independent Food Store Sales in April, 1948 and 1949

Region	Estimated Sales		% Change, April, 1949 April, 1948
	April, 1948	April, 1949	
	\$	\$	
CANADA	64,072,600	70,024,400	+ 9.3
Maritime Provinces	7,737,000	7,899,500	+ 2.1
Quebec	22,565,900	23,829,600	+ 5.6
Ontario	20,487,900	22,926,000	+11.9
Manitoba	2,598,000	2,974,700	+14.5
Saskatchewan	2,515,800	2,988,800	+18.8
Alberta	3,208,000	4,029,200	+25.6
British Columbia	4,960,000	5,376,600	+ 8.4

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INDUSTRY AND MERCHANDISING DIVISION
MERCHANDISING AND SERVICES SECTION
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RETAIL TRADE _____ MAY 1949

The general upward trend in retail trading during the first four months of 1949 was again evident in May. Total volume of sales amounted to \$654 millions as compared to \$615 millions in May, 1948, a gain of 6.3%. The increase in sales for the first four months amounted to 8% over 1948, the smaller gain in May being partly attributable to one less Saturday in the 1949 month. Amongst the trades, motor vehicle and lumber and building materials businesses gave heaviest impetus to sales. Regionally, Alberta's continuing boom was reflected in consumer purchases at the retail level, while other provinces experienced smaller changes.

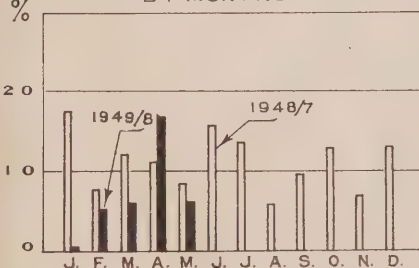
Sales in the first five months of 1949 totalled \$2,869,530,000 as compared with \$2,670,890,000 in 1948, a cumulative gain of 7.4%.

May increases in grocery and combination and meat outlets, which were smaller than the five-month cumulative gains, were influenced by the fact that the month had only four Saturdays as compared to five in 1948. This factor undoubtedly affected other kinds of business as well.

Amongst the clothing trades, men's clothing, family clothing, and shoe stores continued

the tendency to slower trading. The levelling of women's clothing sales was the most notable change, following sizable gains in earlier months of the year. Although department store sales are heavily weighted by clothing, gains in all regions were substantial. Women's departments in May, 1949 were up 16%; men's clothing, 12%; and shoes, 10% over 1948 as compared to changes of 0.2%, -4.5% and -2% in corresponding retail outlets. Total May volume in department stores was 11% above 1948, unchanged from the cumulative increase from January-to-May.

% CHANGES IN RETAIL TRADE
BY MONTHS



Increased availability of new motor vehicles resulted in the spurt in sales of these outlets in all regions. This sector of the trade accounted for over 12% of total sales. Receipts of garages and filling stations, reduced by the few weekends in May, gained 6%, less than the cumulative five-month increase of 10.5%.

tions, reduced by the few weekends in May, gained 6%, less than the cumulative five-month increase of 10.5%.

Heavy gains in May sales of lumber and building material outlets in Quebec, Ontario, and the Prairies more than offset losses in the Maritimes and British Columbia to result in a 17% advance over 1948, continuing the trend of the first

four months, when sales were up 12% over 1948. Activity in this and in the hardware trade has been sustained by the volume of capital expenditure projected for 1949 by industry, and by the continued expansion in residential building. A recent survey reported 48,000 dwelling units under construction on April 30th. This should help maintain a persistent demand for builders' hardware and other construction materials.

Despite the large number of dwellings being completed this year (25,000 to April 30th), sales of furniture and appliance and radio outlets have tended to slacken off in recent months.

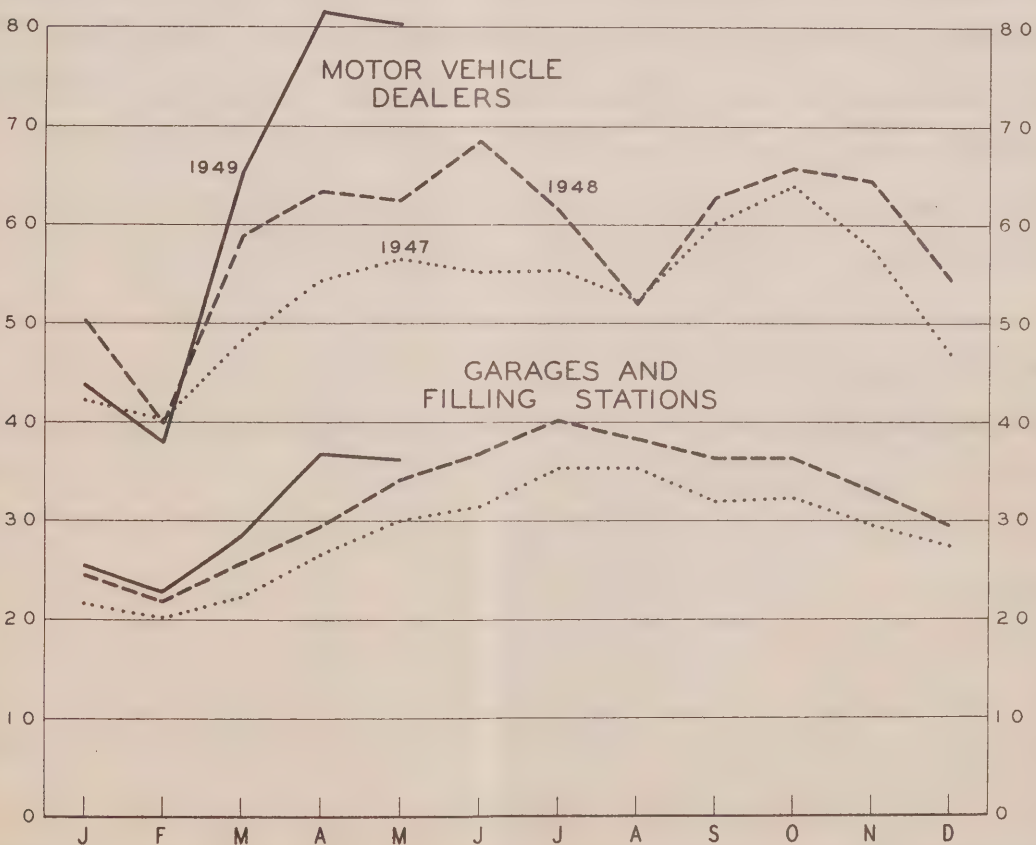
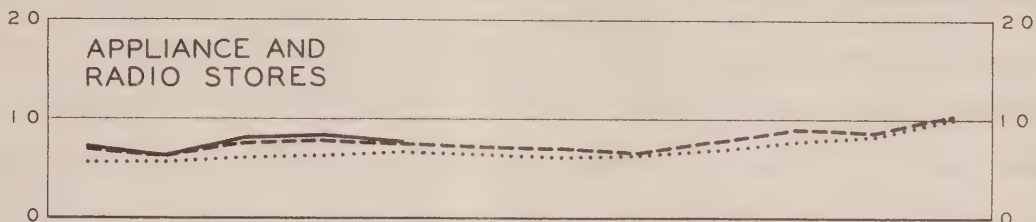
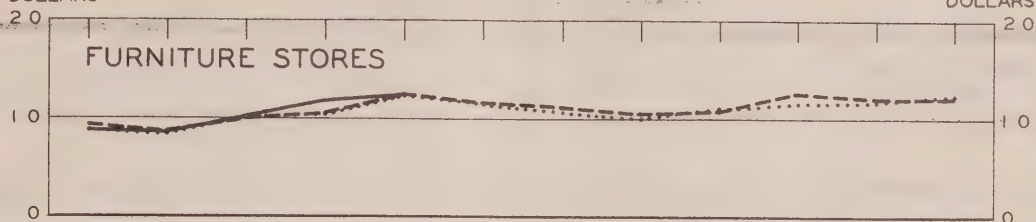
Fuel dealers' sales continued well below 1948, while drug and restaurant sales gained slightly. Jewellery sales, continued to respond to the removal of the Federal tax. The gain of 47% in Saskatchewan was exceptional.

Regionally, the varied changes in May figures for the Prairies deserve comment. Saskatchewan total sales fell slightly below May, 1948, although the five-month cumulative change was plus 18%. Manitoba and Alberta increases were smaller than the January-May totals. Ontario and British Columbia gained 6.5% and 6.0% respectively, with smaller increases in Quebec and the Maritimes. Other than the Prairies, May gains were consistent with the cumulative changes in the first five months.

The chart on Page 3 illustrates the trend from 1947 onwards for the household durables and automotive trades including furniture, appliance and radios, motor vehicles, and filling stations.

Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

MONTHLY SALES FURNITURE—APPLIANCE—AUTOMOTIVE TRADES

MILLION
DOLLARSMILLION
DOLLARS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May, 1949 Over May, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 6.3	+ 1.5	+ 2.8	+ 8.2	+ 8.7	- 0.4	+14.4	+ 8.7
Grocery & Combination	+ 3.0	- 6.5	+ 0.8	+ 4.3	+ 7.1	+ 6.8	+16.9	+ 3.2
Meat	+ 6.8	+ 5.0	+17.5	(a)	+22.6	+ 7.0	+15.6	- 4.6
Country General	- 0.2	- 2.5	+ 5.3	- 4.2	(a)	- 5.6	+ 0.6	+ 7.1
Department	+10.7	+15.4	+10.1	+11.6	+ 9.5	+ 5.0	+12.7	+ 8.4
Variety	+ 4.1	+ 6.2	+ 0.7	+ 6.0	- 5.4	(a)	+18.8	+ 1.8
Motor Vehicle	+28.2	+14.9	+13.4	+37.7	+50.0	+ 8.5	+37.9	+38.0
Garage & Filling Station ..	+ 6.8	- 6.8	+ 9.1	+ 5.2	+ 7.9	- 8.1	+ 9.9	+27.9
Men's Clothing	- 4.5	- 8.6	- 6.2	- 7.5	(b)	+ 4.3	+ 8.6	- 2.5
Family Clothing	- 3.5	- 6.2	- 8.7	+ 0.3	- 8.5	+ 5.6	(a)	+ 1.2
Women's Clothing	+ 0.2	- 7.0	- 8.3	+ 3.5	+ 4.1	+ 3.5	+ 6.0	+ 2.8
Shoe	- 1.8	- 7.1	- 1.9	- 3.3	(a)	+11.8	+ 3.6	(a)
Hardware	+ 6.4	+ 4.0	+11.3	+ 7.2	+ 6.7	+ 1.3	+ 4.1	+ 0.7
Lumber & Building Material ..	- 7.3	- 7.4	+ 6.4	+20.1	+13.7	+18.5	+42.7	- 6.2
Furniture	- 2.9	- 1.1	-11.8	+ 5.0	+ 5.9	-13.0	+12.1	-14.5
Appliance & Radio	+ 3.7	+33.3	- 5.3	+ 5.5	+ 3.1	- 5.0	+ 3.6	+12.3
Restaurant	+ 2.9	- 3.2	+11.8	- 4.1	- 8.5	+ 5.8	(b)	+ 4.9
Coal & Wood	-12.3	-15.1	-16.5	-10.1	- 8.7	-32.7	-10.0	- 1.7
Drug	+ 1.7	- 2.6	- 0.4	+ 0.3	+ 2.0	+17.6	+ 5.1	+ 2.6
Jewellery (c)	+ 9.4	+ 7.7	+ 5.8	+11.2	- 2.9	+46.7	+10.3	+ 8.8
Tobacco	+ 4.4	- 6.9	+ 6.4	+ 6.9	+ 6.7	- 9.5	+ 3.7	- 7.6
All Others	+ 3.9	+ 4.4	- 0.2	+ 8.8	+ 0.4	-11.0	+ 2.8	+ 9.4

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-May, 1949 Over Jan.-May, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.4	+ 1.0	+ 3.7	+ 6.5	+13.9	+17.8	+21.7	+ 6.0
Grocery & Combination	+ 7.9	- 0.7	+ 6.1	+ 9.0	+11.0	+12.8	+20.4	+ 7.8
Meat	+11.4	+ 6.1	+14.5	+ 8.4	+20.1	+17.3	+28.1	+ 3.0
Country General	+ 1.9	- 2.2	- 2.7	- 1.5	+ 5.5	+ 7.4	+ 9.6	+ 4.9
Department	+10.5	+14.7	+ 6.3	+ 8.6	+13.1	+14.5	+20.1	+ 9.8
Variety	+ 8.5	+ 9.2	+ 6.3	+10.8	- 0.7	+ 5.2	+18.5	(a)
Motor Vehicle	+11.4	-10.6	+ 7.3	+10.3	+34.0	+25.1	+29.1	+10.0
Garage & Filling Station ..	+10.5	+ 0.7	+ 5.1	+ 6.6	+16.0	+37.2	+30.0	+16.4
Men's Clothing	+ 2.1	- 0.3	- 2.2	- 0.2	(b)	+ 9.4	+11.9	- 3.6
Family Clothing	+ 3.8	+ 1.9	- 2.9	+ 9.1	- 1.0	+14.0	+17.4	+ 5.9
Women's Clothing	+10.3	+ 3.3	+ 6.4	+10.6	+34.7	+29.0	+18.5	+ 1.2
Shoe	+ 5.7	+ 1.9	+ 9.6	+ 4.4	+12.2	+29.1	+15.0	- 9.5
Hardware	+ 5.9	- 1.0	+ 3.8	+ 7.0	+ 8.2	+16.6	+16.5	- 8.1
Lumber & Building Material ..	+13.6	+ 2.5	+ 5.3	+16.3	+20.7	+11.9	+32.2	-11.9
Furniture	- 0.2	+ 1.2	- 4.9	+ 5.5	- 4.0	+ 6.7	+ 9.1	-15.6
Appliance & Radio	+ 4.4	+36.2	+ 1.3	+ 3.4	+11.6	+ 2.1	+ 9.2	+ 0.9
Restaurant	+ 2.1	+ 0.5	+ 6.3	- 1.5	- 5.0	+ 5.7	+20.3	+ 0.2
Coal & Wood	- 8.1	-17.2	-14.1	-10.7	+ 7.5	- 8.1	+25.4	+26.1
Drug	+ 5.1	+ 0.9	+ 3.0	+ 4.6	+ 7.0	+16.3	+ 7.6	+ 3.9
Jewellery (c)	+10.5	+ 6.8	+ 5.4	+13.0	+23.5	+29.4	+ 5.4	+ 6.7
Tobacco	+ 3.7	- 2.3	+ 4.8	+ 4.4	+ 1.3	+ 2.2	+14.3	- 3.1
All Others	+ 8.7	+ 6.5	+ 1.1	+ 6.4	+12.8	+30.8	+28.5	+ 8.9

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 1949
(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	673,230	47,080	155,800	260,740	42,840	48,560	51,680	66,520
Grocery & Combination	108,330	9,300	30,950	44,110	4,800	4,240	5,620	9,310
Meat	15,350	400	4,800	6,630	590	770	1,170	2,090
Country General	36,800	4,370	7,600	7,250	2,700	5,250	5,470	3,160
Department	74,970	5,960	12,180	27,940	10,960	4,300	4,870	9,180
Variety	13,970	1,400	4,360	6,150	390	410	630	630
Motor Vehicle	81,620	5,820	18,650	29,680	5,080	7,270	7,600	7,320
Garage & Filling Station	36,860	2,250	7,170	14,110	2,530	3,720	3,490	3,590
Men's Clothing	16,190	970	4,050	7,730	870	540	770	1,260
Family Clothing	15,500	1,490	5,790	4,940	550	940	710	1,090
Women's Clothing	18,160	720	4,230	8,170	1,200	820	1,080	1,930
Shoe	10,360	620	3,630	4,470	370	210	330	730
Hardware	15,400	930	3,250	5,530	930	1,510	1,820	1,390
Lumber & Building Material	16,660	500	1,820	7,120	1,360	1,510	2,870	1,470
Furniture	11,920	760	3,400	5,390	170	250	760	1,190
Appliance & Radio	8,360	420	2,220	3,910	490	(b)	330	750
Restaurant	22,310	900	3,660	10,240	1,140	1,490	2,140	2,740
Coal & Wood	9,170	790	1,750	4,880	710	310	70	660
Drug	15,540	1,190	2,540	7,070	1,110	920	1,080	1,640
Jewellery (c)	5,500	310	1,530	2,140	380	180	320	640
Tobacco	8,400	270	2,350	4,300	170	200	340	770
All Others	131,860	7,710	29,870	50,480	6,340	12,450	10,210	14,800

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MAY, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	653,960	47,890	151,960	257,120	39,780	42,760	49,310	65,160
Grocery & Combination	103,330	8,690	30,010	41,330	4,650	4,220	5,590	8,840
Meat	14,320	420	4,490	5,090	650	760	1,040	1,860
Country General	39,840	5,170	9,980	7,610	2,860	5,920	5,000	3,320
Department	72,200	5,910	11,860	27,510	10,120	3,570	4,360	8,880
Variety	13,030	1,370	4,140	5,660	350	370	570	580
Motor Vehicle	80,330	5,710	16,610	31,490	4,590	6,160	8,180	7,590
Garage & Filling Station	36,190	3,170	6,740	15,270	2,190	2,710	2,670	3,440
Men's Clothing	13,870	850	3,630	6,320	(b)	480	760	1,180
Family Clothing	12,580	1,340	4,640	3,790	430	940	580	870
Women's Clothing	14,370	660	3,220	6,430	770	590	890	1,810
Shoe	8,240	520	2,590	3,570	300	190	290	760
Hardware	17,510	1,040	4,150	6,410	1,110	1,520	1,760	1,530
Lumber & Building Material	21,950	630	2,330	9,390	2,070	2,690	3,340	1,500
Furniture	12,070	890	3,510	5,440	180	200	740	1,120
Appliance & Radio	7,810	400	1,960	3,820	330	190	290	820
Restaurant	22,870	900	3,800	10,190	1,180	1,460	(b)	3,010
Coal & Wood	9,900	730	2,030	5,500	630	330	90	590
Drug	15,050	1,110	2,510	6,790	1,040	1,000	1,030	1,570
Jewellery (c)	5,140	280	1,280	2,080	340	220	320	620
Tobacco	8,480	270	2,490	4,360	160	190	280	730
All Others	124,880	7,830	29,990	49,070	5,180	9,050	9,210	14,540

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

May, 1948 and May, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	May, 1948 (\$000)	May, 1949 (\$000)	% Change, 1949/1948	Apr. 30, 1948 (\$000)	Apr. 30, 1949 (\$000)	% Change, 1949/1948
TOTAL, ALL DEPARTMENTS ...	65,229	72,198	+10.7	171,468	191,036	+11.4
1. Women's dresses, coats and suits	7,909	9,352	+18.2	14,985	18,145	+21.1
2. Girls' and infants' wear .	2,260	2,717	+20.2	5,456	7,418	+36.0
3. Hosiery and gloves	2,148	2,179	+ 1.4	4,838	5,526	+14.2
4. Lingerie and corsets	2,446	2,919	+19.3	5,813	7,168	+23.3
5. Millinery	715	775	+ 8.4	930	909	- 2.3
6. Women's and children's apparel - (Total, 1-5) ..	15,478	17,942	+15.9	32,022	39,166	+22.3
7. Men's and boys' clothing and furnishings	6,776	7,571	+11.7	20,259	22,531	+11.2
8. Drugs, toilet articles and preparations	1,348	1,438	+ 6.7	4,397	4,315	- 1.9
9. Piece goods	4,605	5,059	+ 9.9	15,192	18,764	+23.5
10. Smallwares	1,771	1,909	+ 7.8	7,168	7,481	+ 4.4
11. Food and kindred products.	5,047	4,665	- 7.6	5,450	3,318	-39.1
12. Furniture (including mattresses and springs) .	4,468	5,142	+15.1	12,281	12,771	+ 4.0
13. Home furnishings	5,645	6,060	+ 7.4	20,647	22,126	+ 7.2
14. Household appliances and electrical supplies	2,498	3,023	+21.0	5,751	8,035	+39.7
15. Hardware and kitchen utensils	3,946	4,379	+11.0	9,371	10,349	+10.4
16. Radios, musical instru- ments and supplies	822	832	+ 1.2	3,596	3,869	+ 7.6
17. Shoes and other footwear .	4,825	5,329	+10.4	14,364	15,907	+10.7
18. Stationery, books and magazines	752	761	+ 1.2	3,290	3,268	- 0.7
19. All other departments, total	7,248	8,088	+11.6	17,680	19,136	+ 8.2

* Comparisons are based on inventories at the beginning of May in the two years.

Canada totals do not include Newfoundland figures.

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 8% higher in May, 1949 than in May, 1948. Total sales were estimated to be \$35,247,200 in May this year and \$32,529,600 in the same month of 1948.

Chain Food Store Sales in May, 1948 and 1949

Region	Estimated Sales		% Change, May, 1949 May, 1948
	May, 1948	May, 1949	
	\$	\$	
CANADA	32,529,600	35,247,200	+ 8.4
Maritime Provinces ..	1,248,500	1,221,000	- 2.2
Quebec	5,805,700	6,432,700	+10.8
Ontario	18,027,300	19,465,700	+ 8.0
Prairie Provinces ...	3,952,300	4,545,400	+15.0
British Columbia	3,495,800	3,582,400	+ 2.5

Independent Stores

The fractional increase of 0.4% in sales of independent food stores in **May** was the product of wide divergence in regional sales. The Maritimes fell back 7% and Quebec, 2%, while increases ranged from 1% in Saskatchewan and Ontario to 18% in Alberta.

Independent Food Store Sales in May, 1948 and 1949

Region	Estimated Sales		% Change, May, 1949 May, 1948
	May, 1948	May, 1949	
	\$	\$	
CANADA	67,785,700	68,080,400	+ 0.4
Maritime Provinces ..	8,045,600	7,466,300	- 7.2
Quebec	23,960,800	23,577,400	- 1.6
Ontario	21,583,300	21,863,900	+ 1.3
Manitoba	2,795,800	2,960,800	+ 5.9
Saskatchewan	2,902,800	2,923,100	+ 0.7
Alberta	3,419,800	4,028,500	+17.8
British Columbia	5,077,600	5,260,400	+ 3.6

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INDUSTRY AND MERCHANDISING DIVISION
MERCHANDISING AND SERVICES SECTION
OTTAWA, CANADAVol. XX1
No. 6.16-4020
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RETAIL TRADE — — — — — JUNE 1949

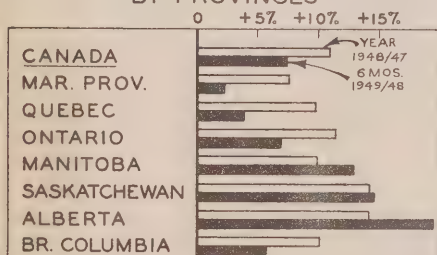
Retail trade continued steadily upward in June when sales reached \$679 millions and exceeded June, 1948 volume of \$635 millions by 7%. The June change was approximately the same as the average rate of increase in earlier months of the year. Sales in the first six months of 1949 totalled \$3,550 millions compared with \$3,306 millions in the same period of 1948.

A considerable portion of the June increase was accounted for by a 19% rise in sales of motor vehicle dealers which reached \$82 millions in June, 1949 as against \$69 millions in June last year.

Of the other trades, most reported moderate sales increases, the largest being a 9% gain for food stores. Sales of fuel dealers were down 5%, and decreases of less than 1% occurred in the case of country general stores, hardware stores and furniture stores.

June increases for most trades were slightly lower than those shown in cumulative results for the first six months. A few exceptions deserve comment. Lumber and building material dealers failed to maintain the 11% margin in the six-months' comparison and had a gain of only 3% in June. Motor vehicle dealers, on the other hand, have recently been expanding sales at a rapid rate, and the June increase of 19% is well above increases recorded in earlier months of the year. The six-month comparison showed sales higher by 13% compared with last year. Restaurants emerged from a lengthy period in which sales remained at a fairly constant level. June results showed a gain of 7% for the trade, whereas the increase amounted to only 3% in the first six months of the year.

Gains for the various provinces were more uniform than they have been for some time, although Alberta's trade continues to expand faster than that of other provinces, the June gain being 11%. Sales increases in other sections of the country were closer to the national average increase of 7%. The range of increases outside Alberta was from 3% in Saskatchewan to 9% in Manitoba.

7. CHANGES IN RETAIL TRADE
BY PROVINCES

In most provinces, decreases in sales were limited to fewer than five of the twenty trades represented in the series. British Columbia results include a larger number of declines, the meat, apparel, hardware, lumber, furniture, drug and tobacco trades being affected in variable degree.

The course of sales in hardware, lumber and building materials and coal and wood trades is traced through 1947, 1948 and the first half of 1949 in the chart facing this page.

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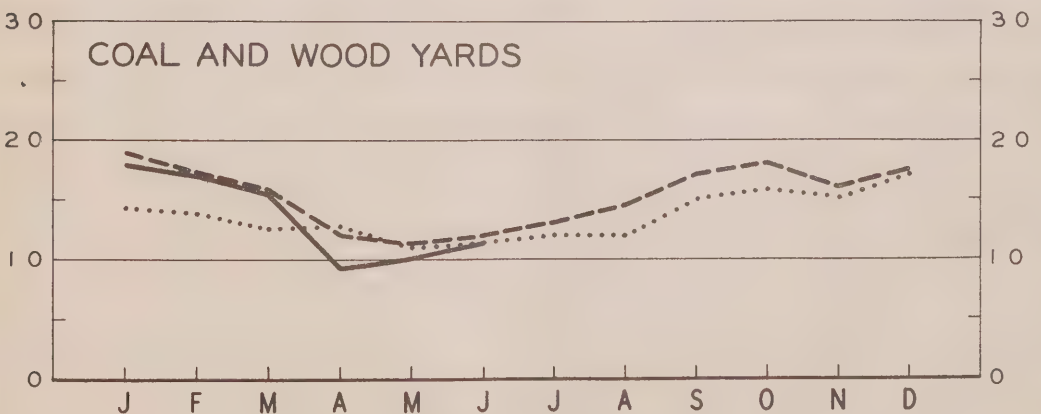
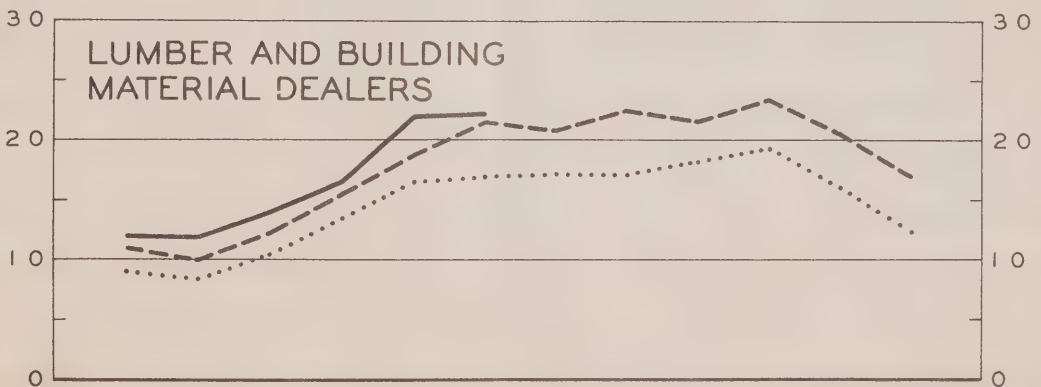
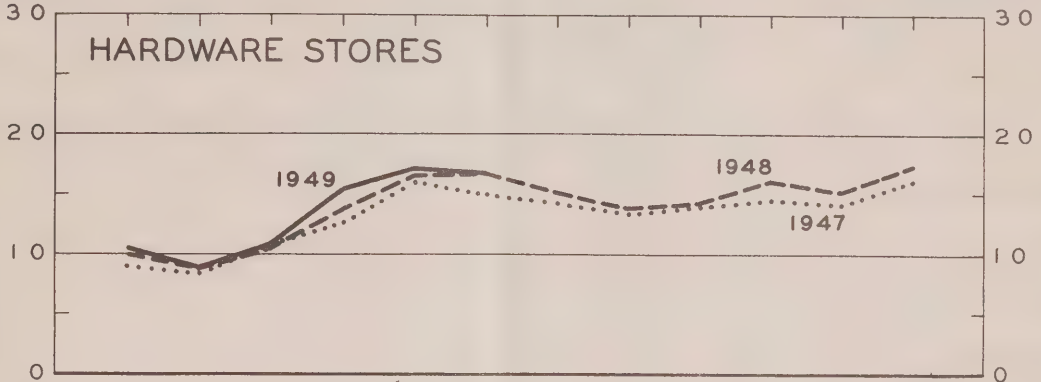
Figures for Newfoundland, the Yukon and Northwest Territories are not included in the published results.

MONTHLY SALES

HARDWARE-BUILDING MTLs,-FUEL

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June, 1949 Over June, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.0	+ 7.5	+ 4.5	+ 8.4	+ 9.4	+ 2.7	+10.8	+ 5.3
Grocery & Combination	+ 8.6	+ 1.2	+ 7.7	+ 9.6	+12.6	+11.1	+16.2	+ 7.8
Meat	+ 7.9	- 2.4	+12.6	+ 4.7	+26.8	+ 2.5	+20.8	- 1.6
Country General	- 0.2	- 2.9	- 2.6	+ 1.9	- 2.7	- 1.1	- 0.4	+ 8.0
Department	+ 6.3	+16.1	+ 3.5	+ 3.9	+ 8.7	+ 9.1	+11.2	+ 7.0
Variety	+ 6.6	+ 9.6	+ 5.2	+ 6.8	+ 2.7	(a)	+16.0	+ 7.3
Motor Vehicle	+19.2	+22.7	+ 7.8	+24.0	+32.4	+ 1.3	+30.2	+22.8
Garage & Filling Station	+ 7.1	+ 8.3	+ 9.9	+ 9.9	+ 2.1	- 5.3	- 1.6	+10.7
Men's Clothing	+ 2.4	+ 2.1	+ 1.6	+ 1.9	+19.0	+11.1	+ 4.2	- 7.8
Family Clothing	+ 1.8	+ 5.4	+ 2.4	+ 4.1	- 2.2	- 6.0	- 1.8	- 6.5
Women's Clothing	+ 5.2	+ 6.1	+ 6.0	+ 5.7	+23.6	+24.4	+ 1.4	- 8.5
Shoe	+ 5.6	+11.9	+14.0	+ 1.4	+17.2	+ 5.6	+20.7	-15.4
Hardware	- 0.3	(a)	+ 1.9	- 2.2	+ 6.9	+ 4.6	+ 1.8	- 7.9
Lumber & Building Material ..	+ 2.7	+10.4	- 2.9	+ 5.4	- 0.9	- 3.4	+14.2	-11.8
Furniture	- 0.3	+ 7.2	- 3.1	+ 1.2	+12.5	+ 9.5	+14.7	-14.8
Appliance & Radio	+ 5.0	+48.0	- 6.8	+ 8.1	+ 2.9	(b)	+ 8.0	+ 5.9
Restaurant	+ 7.0	+12.8	+ 7.3	+ 5.0	+17.2	+ 6.2	+15.0	+ 3.6
Coal & Wood	- 5.0	-22.1	- 9.2	+ 0.6	+ 1.4	-38.0	-20.0	+ 8.2
Drug	+ 3.3	+ 1.8	+ 2.0	+ 3.3	+ 4.0	+13.2	+ 6.1	- 0.7
Jewellery (c)	+ 5.6	+16.7	- 0.7	+ 4.1	+17.1	+31.6	+ 6.5	+ 6.2
Tobacco	+ 5.0	(a)	+ 9.4	+ 4.7	+ 6.3	- 5.0	+17.4	- 5.2
All Others	+ 7.1	+10.7	+ 2.4	+10.1	+ 6.7	+ 5.5	+ 6.1	+ 6.4

(a) Unchanged

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-June, 1949 Over Jan.-June, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.4	+ 2.3	+ 3.9	+ 6.9	+12.9	+14.7	+19.6	+ 5.8
Grocery & Combination	+ 8.1	- 0.2	+ 6.6	+ 9.2	+11.3	+13.2	+19.3	+ 7.6
Meat	+10.6	+ 3.8	+14.2	+ 7.7	+20.8	+14.0	+26.7	+ 1.7
Country General	+ 1.4	- 2.2	- 3.0	- 0.9	+ 3.5	+ 5.5	+ 7.5	+ 5.6
Department	+ 9.7	+14.4	+ 6.2	+ 7.7	+12.3	+13.5	+18.5	+ 9.2
Variety	+ 8.1	+ 9.2	+ 6.0	+10.0	(a)	+ 4.2	+18.0	+ 1.2
Motor Vehicle	+12.8	- 4.9	+ 7.3	+12.5	+33.6	+20.4	+29.1	+12.7
Garage & Filling Station	+10.4	+ 2.4	+ 5.9	+ 8.3	+13.0	+26.0	+28.8	+14.9
Men's Clothing	+ 2.2	+ 0.6	- 1.5	+ 0.3	(b)	- 9.7	+10.4	- 4.4
Family Clothing	+ 3.5	+ 2.7	- 1.8	+ 8.4	- 1.7	+ 9.1	+12.8	+ 3.5
Women's Clothing	+ 9.5	+ 3.8	+ 7.2	+ 9.6	+31.3	+28.3	+15.4	- 0.4
Shoe	+ 5.7	+ 4.1	+10.6	+ 3.9	+13.4	+21.9	+18.4	-10.7
Hardware	+ 4.1	- 1.2	+ 2.6	+ 4.8	+ 6.3	+12.6	+13.0	- 7.8
Lumber & Building Material ..	+11.0	+ 6.1	+ 3.4	+13.4	+14.0	+ 7.4	+28.3	-11.6
Furniture	- 0.6	+ 2.2	- 5.2	+ 4.2	- 1.1	+ 7.3	+ 9.9	-15.5
Appliance & Radio	+ 5.1	+38.0	+ 1.6	+ 4.1	+10.6	+ 6.0	+11.2	+ 1.7
Restaurant	+ 2.8	+ 2.9	+ 5.8	- 0.5	- 1.2	+ 5.7	(b)	+ 0.7
Coal & Wood	- 7.5	-17.8	-13.5	- 8.6	+ 6.9	-12.8	+19.8	+24.2
Drug	+ 4.7	+ 1.1	+ 3.1	+ 4.5	+ 6.6	+13.3	+ 7.6	+ 3.0
Jewellery (c)	+ 9.4	+ 8.8	+ 3.6	+11.1	+22.2	+29.9	+ 5.6	+ 6.6
Tobacco	+ 4.0	- 1.9	+ 5.6	+ 4.4	+ 2.2	+ 0.9	+15.5	- 3.5
All Others	+ 8.5	+ 7.5	+ 2.0	+ 7.2	+11.2	+24.6	+23.6	+ 8.3

(a) Unchanged

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MAY, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	654,940	48,100	152,000	257,410	39,520	43,250	49,440	65,120
Grocery & Combination	103,910	8,770	30,320	41,530	4,640	4,370	5,520	8,760
Meat	14,220	400	4,490	5,080	630	760	1,040	1,800
Country General	39,640	5,200	9,830	7,590	2,820	5,880	4,990	3,840
Department	72,080	5,910	11,860	27,410	10,120	3,570	4,360	8,860
Variety	13,010	1,370	4,130	5,660	350	370	570	580
Motor Vehicle	79,790	5,740	16,560	30,740	4,880	6,340	8,110	7,720
Garage & Filling Station	37,170	3,190	6,660	16,020	2,220	2,940	2,730	3,400
Men's Clothing	13,900	870	3,620	6,340	(b)	400	760	1,180
Family Clothing	12,640	1,350	4,660	3,850	420	920	560	870
Women's Clothing	14,450	660	3,370	6,400	720	530	890	1,820
Shoe	8,280	520	2,600	3,600	300	180	320	760
Hardware	17,180	1,020	4,010	6,370	1,040	1,450	1,740	1,550
Lumber & Building Material	21,960	690	2,340	9,200	2,040	2,690	3,460	1,530
Furniture	11,820	880	3,400	5,300	180	200	730	1,120
Appliance & Radio	8,060	400	2,140	3,810	340	220	330	820
Restaurant	22,600	910	3,670	10,060	1,180	1,450	(b)	3,010
Coal & Wood	10,090	730	2,030	5,690	630	330	90	590
Drug	15,010	1,110	2,550	6,820	1,050	890	1,040	1,560
Jewellery (c)	5,100	280	1,240	2,080	340	220	320	620
Tobacco	8,490	270	2,490	4,360	160	190	290	730
All Others	125,540	7,890	30,030	49,510	5,120	9,210	9,260	14,510

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JUNE, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	679,270	49,740	156,220	271,340	41,470	44,970	50,290	65,270
Grocery & Combination	109,710	9,140	32,450	43,780	4,840	4,610	5,740	9,170
Meat	14,680	400	4,550	5,170	710	810	1,160	1,890
Country General	39,460	4,690	8,380	8,200	2,840	6,060	5,380	3,910
Department	67,230	5,350	11,100	25,470	9,590	3,360	4,160	8,200
Variety	13,480	1,490	4,220	5,840	380	380	580	590
Motor Vehicle	81,870	6,100	17,230	33,880	4,410	5,540	7,880	6,840
Garage & Filling Station	39,430	3,250	7,530	16,810	2,470	3,200	2,450	3,720
Men's Clothing	15,660	960	3,930	7,400	940	500	750	1,180
Family Clothing	13,340	1,370	5,040	4,270	440	790	550	870
Women's Clothing	14,560	700	3,910	6,530	680	510	730	1,510
Shoe	9,670	660	3,180	4,290	340	190	350	660
Hardware	16,700	1,020	3,720	6,130	1,240	1,370	1,710	1,510
Lumber & Building Material	22,210	740	2,350	8,590	2,320	2,870	3,770	1,570
Furniture	11,600	890	3,450	4,910	180	230	780	1,150
Appliance & Radio	7,610	370	1,780	3,880	360	(b)	270	720
Restaurant	23,860	1,060	3,540	11,300	1,360	1,550	2,150	2,890
Coal & Wood	11,400	600	2,160	6,880	710	440	80	530
Drug	14,900	1,120	2,490	6,830	1,050	860	1,040	1,520
Jewellery (c)	5,700	350	1,390	2,290	410	250	330	690
Tobacco	8,340	270	2,440	4,270	170	190	270	730
All Others	137,860	9,210	31,400	54,620	6,030	11,020	10,160	15,420

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY - JUNE, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	3,549,770	255,650	817,760	1,415,520	216,390	221,670	266,450	356,350
Grocery & Combination	610,590	52,460	177,560	246,089	26,550	23,920	31,520	52,490
Meat	84,210	2,460	25,760	30,940	3,200	4,070	6,310	11,450
Country General	203,540	25,650	44,980	40,300	14,710	30,720	28,220	18,980
Department	382,500	28,390	61,610	144,500	55,360	19,620	24,750	48,360
Variety	68,990	7,090	21,220	30,500	1,840	1,990	3,080	3,260
Motor Vehicle	390,420	28,170	84,250	154,310	22,390	28,580	37,240	35,480
Garage and Filling Station..	190,380	14,990	36,240	81,060	11,480	13,530	14,700	18,400
Men's Clothing	79,720	4,810	19,630	37,830	(b)	2,480	4,030	6,480
Family Clothing	69,210	6,820	24,890	22,930	2,320	4,190	3,090	4,970
Women's Clothing	79,790	3,510	18,330	36,390	4,280	3,510	4,640	9,340
Shoe	44,380	2,780	14,280	19,760	1,440	890	1,610	3,600
Hardware	79,560	4,770	17,880	29,200	4,880	6,510	8,760	7,530
Lumber and Building Material	98,860	3,280	10,290	42,050	9,060	10,660	15,720	7,790
Furniture	63,170	4,270	17,300	28,850	900	1,180	4,230	6,440
Appliance and Radio	45,720	2,250	11,740	22,150	2,300	1,230	1,980	4,100
Restaurant	128,590	5,260	20,910	59,330	6,660	7,800	12,410	16,230
Coal and Wood	80,930	6,070	15,590	41,700	6,860	3,950	970	5,800
Drug	90,060	6,730	15,510	40,980	6,100	5,940	6,260	9,420
Jewellery	28,530	1,600	7,200	11,500	2,040	1,130	1,700	3,380
Tobacco	48,250	1,550	13,760	24,800	940	1,120	1,640	4,450
All others	682,310	42,740	158,830	270,360	28,620	49,750	53,590	78,400

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

June, 1948 and June, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	June 1948 (\$000)	June 1949 (\$000)	% Change, 1949/1948	May 31 1948 (\$000)	May 31 1949 (\$000)	% Change, 1949/1948
Total, All Departments ...	63,254	67,230	+ 6.3	169,007	189,420	+12.1
1. Women's dresses, coats and suits	7,401	8,282	+11.9	13,908	17,772	+27.8
2. Girls' and infants' wear .	1,965	2,324	+18.3	5,456	6,908	+26.6
3. Hosiery and gloves	1,913	1,850	- 3.3	4,686	4,993	+ 6.6
4. Lingerie and corsets	2,455	2,951	+20.2	5,881	7,376	+25.4
5. Millinery	566	598	+ 5.7	748	912	+21.9
6. Women's and children's apparel - (Total, 1-5) ..	14,300	16,005	+11.9	30,679	37,961	+23.7
7. Men's and boys' clothing and furnishings	7,108	7,576	+ 6.6	20,527	23,072	+12.4
8. Drugs, toilet articles and preparations	1,415	1,488	+ 5.2	4,389	4,316	- 1.7
9. Piece goods	4,404	4,613	+ 4.7	15,588	18,671	+19.8
10. Smallwares	1,817	1,790	- 1.5	7,174	7,361	+ 2.6
11. Food and kindred products.	4,908	4,301	-12.4	4,592	3,614	-21.3
12. Furniture (including mattresses and springs) .	4,409	4,639	+ 5.2	11,596	12,384	+ 6.8
13. Home furnishings	5,127	5,193	+ 1.3	20,758	22,157	+ 6.7
14. Household appliances and electrical supplies	2,474	2,978	+20.4	5,758	8,046	+39.7
15. Hardware and kitchen utensils	3,633	3,699	+ 1.8	8,971	9,908	+10.4
16. Radios, musical instru- ments and supplies	631	735	+16.5	3,787	4,086	+ 7.9
17. Shoes and other footwear .	4,625	5,002	+ 8.2	13,658	15,656	+14.6
18. Stationery, books and magazines	766	751	- 2.0	3,393	3,175	- 6.4
19. All other departments, total	7,637	8,460	+10.8	18,137	19,013	+ 4.8

* Comparisons are based on inventories at the beginning of June in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES, BY SELECTED DEPARTMENTSJanuary-to-June, 1948 and January-to-June, 1949

These figures are estimates of total department store sales

	SALES		
	Jan.-to-June	Jan.-to-June	% Change,
	1948	1949	1949/1948
	(\$'000)	(\$'000)	
TOTAL, ALL DEPARTMENTS ..	348,735	382,744	+ 9.8
1. Women's Dresses, coats and suits.....	41,836	49,244	+17.7
2. Girls' and infants' wear	11,922	14,581	+22.3
3. Hosiery and gloves.....	11,078	11,338	+ 2.3
4. Lingerie and corsets.....	12,955	15,257	+17.8
5. Millinery.....	3,721	4,296	+15.5
6. Women's and children's apparel - (Total, 1-5)..	81,512	94,716	+16.2
7. Men's and boys' clothing and furnishings.....	36,315	40,089	+10.4
8. Drugs, toilet articles and preparations.....	8,058	8,500	+ 5.5
9. Piece goods.....	26,924	29,538	+ 9.7
10. Smallwares.....	10,760	11,232	+ 4.4
11. Food and kindred products	30,407	27,608	- 9.2
12. Furniture (including mattresses and springs)	23,232	25,957	+11.7
13. Home furnishings.....	28,691	30,673	+ 6.9
14. Household appliances and electrical supplies.....	14,001	16,208	+15.8
15. Hardware and kitchen utensils.....	18,308	19,507	+ 6.5
16. Radios, musical instruments and supplies.....	4,892	5,475	+11.9
17. Shoes and other footwear.	23,444	25,943	+10.7
18. Stationery, books and magazines.....	4,875	5,120	+ 5.0
19. All other departments, total.....	37,316	42,178	+13.0

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 15 higher in June, 1949 than in June, 1948. Total sales were estimated to be \$37,102,800 in June this year and \$32,340,500 in the same month of 1948.

Chain Food Store Sales in June, 1948 and 1949

Region	Estimated Sales		% Change, June, 1949 June, 1948
	June, 1948	June, 1949	
	\$	\$	
CANADA	32,340,500	37,102,800	+14.7
Maritime Provinces..	1,253,200	1,299,600	+ 3.7
Quebec.....	5,965,400	7,188,300	+20.5
Ontario.....	17,784,600	20,173,500	+13.4
Prairie Provinces...	3,975,500	4,686,700	+17.9
British Columbia....	3,361,800	3,754,700	+11.7

Independent Stores

Independent food store sales increased 6% in June this year over last. Regional changes showed wide variation. Gains were highest in the Prairies, amounting to 15% in Alberta, 10% in Manitoba and 8% in Saskatchewan.

Independent Food Store Sales in June, 1948 and 1949

Region	Estimated Sales		% Change, June, 1949 June, 1948
	June, 1948	June, 1949	
	\$	\$	
CANADA	68,634,500	72,611,700	+ 5.8
Maritime Provinces ...	7,774,300	7,844,300	+ 0.9
Quebec	24,133,400	25,243,500	+ 4.6
Ontario	22,166,300	23,607,100	+ 6.5
Manitoba	2,763,700	3,048,400	+10.3
Saskatchewan	3,088,100	3,347,500	+ 8.4
Alberta	3,557,200	4,101,500	+15.3
British Columbia	5,151,500	5,419,400	+ 5.2

DEPARTMENT OF TRADE AND COMMERCE
DOMINION BUREAU OF STATISTICS
INDUSTRY AND MERCHANDISING DIVISION
MERCHANDISING AND SERVICES SECTION
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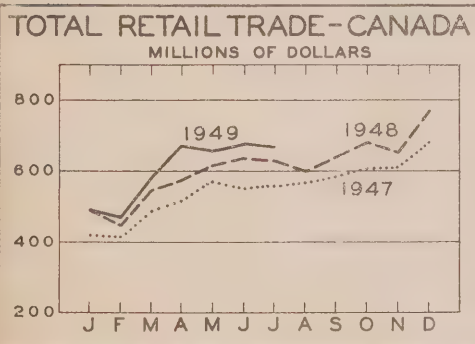
RETAIL TRADE _____ JULY 1949

Sales of Canadian retail merchants were estimated at \$664 millions in July, 5% greater than sales of \$630 millions made in July, 1948. Seven-month totals for this year and last respectively were \$4,213 millions and \$3,936 millions, an increase of 7%.

An abatement of the general upward movement of sales occurred in July, and only a few trades shared in the July advance. Heavy purchases of motor vehicles brought about a 44% gain in sales of motor vehicle dealers. This increase accounted for a large part of the \$34 millions by which retail trade as a whole increased in July. Appliance and radio dealers have shown a stronger sales position in recent months with a sales gain of 16% in July. Very small increases were reported for a number of other trades, among which were food, department, lumber and building, restaurant and jewellery trades.

The decreases, while more numerous, were of minor proportions in all cases except that of coal and wood dealers which reported sales 21% lower than in July last year.

Almost all trades showed a higher dollar volume of sales in the first seven months of this year, furniture (-1%) and coal and wood dealers (-9%) being the only exceptions. Increases in the seven-months' comparisons were uniformly moderate, only the automotive trades showing gains of 10% or more.



All provinces reported retail trade higher in July and also in the first seven months of this year compared with 1948. Manitoba's gain of 15% was the highest in July. Alberta reported a gain of 9%. The Maritime Provinces and Ontario fell slightly short of the average gain of 5% for Canada.

The January-to-July comparisons show more sizable gains for the Prairie Provinces than occurred elsewhere in Canada. Increases were 18% in Alberta and 13% in both Manitoba and Saskatchewan. Other provinces reported gains ranging from 2% in the Maritimes to 6% in Ontario.

Sales and inventories of department stores for July 1948 and 1949 are given in considerable detail on Page 8.

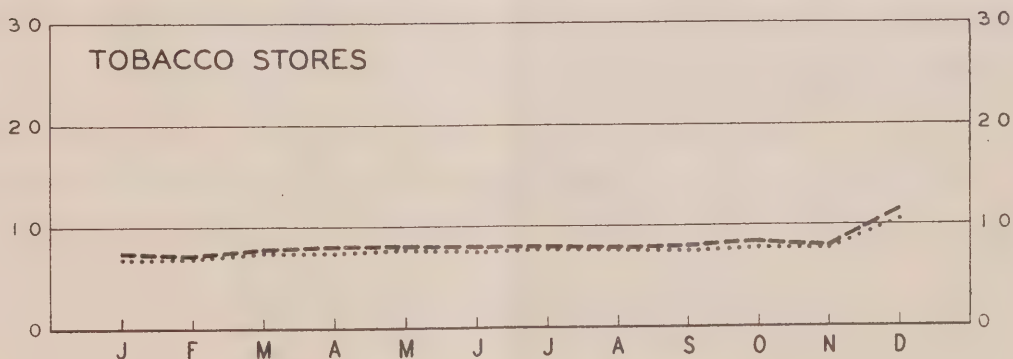
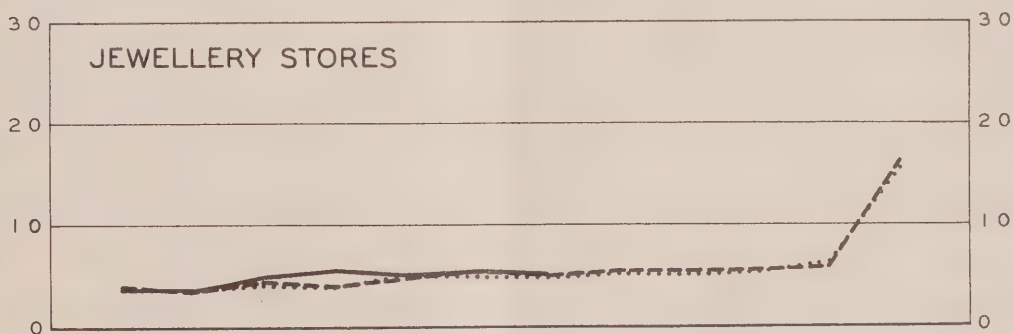
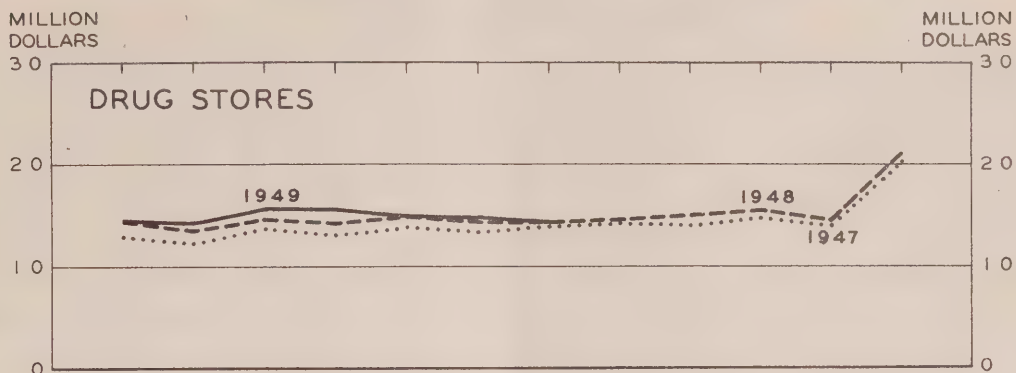
Chain and independent food store sales in July are shown separately on Page 9.

The course of sales in drug, jewellery, and tobacco stores is traced through 1947, 1948 and the first seven months of 1949 in the chart facing this page.

Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES

DRUG-JEWELLERY-TOBACCO STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July, 1949 Over July, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.4	+ 1.7	+ 5.4	+ 3.6	+15.1	+ 5.4	+ 9.0	+ 6.7
Grocery & Combination	+ 3.1	+ 4.9	+ 1.2	+ 4.3	+ 7.1	+13.2	+ 7.9	+ 2.2
Meat	+ 0.1	+ 4.7	+ 0.7	+ 2.3	+15.8	+ 4.8	+12.9	+ 1.0
Country General	+ 3.2	+ 5.1	+ 2.2	+ 6.2	+ 1.3	+ 8.6	+ 2.5	+ 9.7
Department	+ 1.7	+ 3.2	+ 0.6	+ 0.5	+ 8.0	+ 8.7	+ 9.2	+ 6.3
Variety	+ 0.5	+ 0.7	+ 0.8	+ 2.7	(a)	+ 2.6	+21.6	+ 3.4
Motor Vehicle	+43.6	+11.9	+54.8	+32.2	+82.0	+49.6	+34.0	+47.3
Garage and Filling Station	+ 8.7	+ 9.5	+ 3.1	+ 3.6	+34.1	+13.6	+ 3.4	+33.1
Men's Clothing	+ 2.9	+ 1.2	+ 3.0	+ 6.0	+ 1.8	+ 2.8	+ 1.5	+13.2
Family Clothing	+ 6.6	+ 8.1	+ 3.6	+ 9.4	+ 9.3	+13.2	+ 7.7	+ 6.5
Women's Clothing	+ 5.1	+ 1.8	+ 9.9	+ 7.3	+17.0	(a)	+ 2.9	(a)
Shoe	+ 7.2	+ 7.1	+ 3.9	+ 9.6	+ 7.7	(a)	+13.3	+15.6
Hardware	+ 0.8	+ 7.6	+ 5.3	+ 3.4	+ 3.1	+ 0.8	+ 0.7	+ 2.1
Lumber & Building Material	+ 0.8	+ 1.6	+ 5.1	(a)	+ 7.1	+ 2.0	+ 1.0	+ 3.9
Furniture.....	+ 2.7	+15.2	+ 9.9	+ 1.9	+ 7.1	+ 4.8	+ 9.2	+ 1.8
Appliance & Radio	+16.2	+56.0	+28.0	+16.0	+16.7	(b)	+11.1	+ 7.6
Restaurant.....	+ 4.5	+ 1.9	+ 8.2	+ 1.6	+ 3.0	+19.0	+ 7.4	+ 3.6
Coal and Wood	+20.6	+23.8	+24.4	+21.3	+ 5.3	+24.4	+50.0	+ 1.9
Drug.....	+ 0.1	+ 0.8	+ 1.2	+ 0.2	+ 1.9	+ 1.3	+ 2.0	(a)
Jewellery (c).....	+ 2.8	(a)	+ 6.5	+ 0.5	+ 3.2	(b)	+ 9.4	+19.4
Tobacco	+ 0.9	(a)	+10.3	+ 6.1	+ 6.7	+ 5.0	+ 9.1	+ 4.9
All Others.....	+ 2.3	+ 3.2	+ 0.6	+ 4.6	+ 7.9	+ 4.6	+ 9.0	+ 0.9

(a) Unchanged

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.~July, 1949 Over Jan.~July, 1946

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.0	+ 2.1	+ 4.1	+ 6.3	+13.2	+13.0	+17.8	+ 5.9
Grocery & Combination	+ 7.3	= 1.0	+ 5.8	+ 8.4	+10.7	+13.2	+17.4	+ 6.5
Meat	+ 9.0	+ 2.9	+11.9	+ 6.3	+19.9	+10.4	+24.4	+ 1.6
Country General	+ 0.4	= 2.7	= 2.9	= 2.1	+ 3.2	+ 2.9	+ 5.9	+ 5.3
Department	+ 9.0	+13.1	+ 5.5	+ 6.9	+11.8	+13.0	+17.4	+ 8.8
Variety	+ 6.6	+ 7.4	+ 4.9	+ 7.7	(a)	+ 3.9	+18.6	+ 1.6
Motor Vehicle	+17.5	= 0.6	+14.9	+15.4	+42.9	+25.5	+30.0	+17.2
Garage & Filling Station ...	+10.0	+ 3.8	+ 4.9	+ 7.3	+16.0	+22.8	+19.8	+18.7
Men's Clothing	+ 1.4	= 0.4	= 2.0	= 0.7	(b)	+ 8.0	+ 8.6	= 1.9
Family Clothing	+ 1.8	+ 0.8	= 2.3	+ 5.3	= 2.9	+ 5.8	+12.0	+ 1.9
Women's Clothing	+ 7.3	+ 3.5	+ 4.5	+ 7.1	+29.5	+24.2	+12.7	= 0.6
Shoe	+ 3.5	+ 1.9	+ 8.3	+ 1.6	+ 9.2	+17.8	+17.5	=11.7
Hardware	+ 3.2	= 2.2	+ 3.2	+ 3.6	+ 2.2	+10.2	+10.9	= 7.0
Lumber & Building Material .	+ 9.2	+ 5.4	+ 3.7	+11.0	+13.9	+ 4.9	+22.8	=10.6
Furniture	= 1.0	= 0.6	= 5.9	+ 3.9	(a)	+ 6.1	+ 9.8	=13.3
Appliance & Radio	+ 6.7	+39.9	+ 5.3	+ 5.8	+ 5.3	+ 4.4	+12.2	+ 1.1
Restaurant	+ 3.0	(a)	+ 6.5	= 0.2	= 0.4	+ 8.1	+17.3	+ 1.3
Coal & Wood	= 9.3	=18.5	=15.1	=10.5	+ 5.6	=13.9	+12.1	+21.9
Drug	+ 4.0	+ 0.9	+ 2.5	+ 3.8	+ 5.9	+11.5	+ 6.7	+ 2.5
Jewellery (c).....	+ 7.6	+ 7.8	+ 1.1	+ 8.3	+19.2	+32.4	+ 5.7	+ 8.9
Tobacco	+ 3.2	= 1.6	+ 6.0	+ 2.9	+ 0.9	(a)	+14.3	= 3.7
All Others	+ 7.4	+ 6.7	+ 1.6	+ 6.8	+10.7	+17.5	+21.0	+ 6.6

(a) Unchanged

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JUNE, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA	* Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	673,160	49,490	156,380	270,850	41,370	45,340	50,350	65,070
Grocery and Confectionery	109,330	9,100	22,620	43,680	4,860	4,600	5,730	9,070
Meat	14,760	410	4,800	5,210	710	810	1,160	1,930
Country General	39,160	4,580	8,580	8,100	2,560	5,090	5,400	3,700
Department	67,270	5,350	11,100	25,470	9,590	3,560	4,210	8,200
Variety	15,440	1,480	4,200	5,820	380	180	580	590
Motor Vehicle	81,850	6,010	17,220	33,920	4,410	5,070	7,890	6,830
Garage and Filling Station	59,270	3,280	7,340	18,740	2,400	3,170	2,460	3,880
Men's Clothing	15,540	950	3,860	7,060	340	500	750	1,180
Family Clothing	13,150	1,350	4,960	4,190	440	790	550	870
Women's Clothing	14,490	700	3,880	6,520	680	510	730	1,480
Shoe	9,560	650	3,130	4,260	330	190	350	650
Hardware	16,630	1,030	3,770	6,210	1,040	1,370	1,710	1,510
Lumber & Building Material	22,340	760	2,350	8,610	2,460	2,830	3,770	1,560
Furniture	11,600	890	3,450	4,920	180	240	780	1,150
Appliance and Radio	7,650	360	1,780	3,900	330	(b)	290	760
Restaurant	23,790	950	3,630	11,270	1,360	1,550	2,160	2,900
Coal and Wood	11,310	600	2,150	6,810	710	440	80	530
Drug	14,880	1,130	2,490	6,790	1,050	860	1,040	1,520
Jewellery (c)	5,480	360	1,310	2,170	410	230	320	690
Tobacco	8,330	270	2,400	4,300	170	190	270	730
All Others	138,040	9,230	51,500	54,700	6,050	11,020	10,150	15,400

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax leveled at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY, 1949

(in thousands of dollars)

Kind of Business or Store	★ CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	664,280	48,370	152,250	257,750	42,290	47,320	49,230	67,030
Grocery and Combination	111,680	9,380	32,190	45,050	5,010	5,060	5,720	9,260
Meat	14,060	410	4,110	5,000	660	800	1,140	1,940
Country General	41,270	5,000	8,880	9,250	3,010	5,950	5,080	4,090
Department	49,890	3,740	7,100	17,220	8,010	2,490	3,570	7,750
Variety	12,930	1,380	3,740	5,830	350	400	620	610
Motor Vehicle	88,340	5,410	23,170	30,990	7,280	6,760	7,730	6,880
Garage and Filling Station ..	43,700	3,790	8,200	17,600	2,750	4,180	3,080	4,100
Men's Clothing	11,900	830	2,600	5,640	540	350	650	1,290
Family Clothing	10,880	1,140	3,790	3,550	390	590	560	870
Women's Clothing	11,700	580	2,720	5,240	550	440	680	1,490
Shoe	7,170	520	1,950	3,300	240	170	340	650
Hardware	15,040	970	3,180	5,750	1,010	1,270	1,430	1,430
Lumber & Building Material ..	20,900	620	2,250	8,280	2,270	2,870	3,160	1,460
Furniture	10,790	670	3,200	4,740	150	200	710	1,130
Appliance and Radio	8,180	390	2,470	3,920	300	(b)	300	610
Restaurant	26,010	1,020	3,580	11,870	1,700	1,940	2,470	3,430
Coal and Wood	10,400	770	2,230	5,790	650	340	50	550
Drug	14,360	1,200	2,490	6,260	1,070	780	1,020	1,550
Jewellery	5,160	320	1,160	1,980	320	(b)	350	800
Tobacco	7,790	280	2,240	3,800	140	190	360	780
All Others	142,130	9,950	31,000	56,700	5,890	12,120	10,210	16,260

★ Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

July, 1948 and July, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	July 1948 (\$000)	July 1949 (\$000)	% Change, 1949/48	June 30 1948 (\$000)	June 30 1949 (\$000)	% Change, 1949/48
TOTAL, ALL DEPARTMENTS	48,123	48,895	+ 3.7	158,184	180,759	+14.3
1. Women's dresses, coats and suits	4,775	5,022	+ 5.2	12,194	16,194	+32.8
2. Girls' and infants' wear	1,274	1,386	+ 8.8	5,322	6,865	+29.0
3. Hosiery and gloves ...	1,292	1,218	- 5.7	4,552	4,631	+ 1.7
4. Lingerie and corsets..	1,796	2,043	+13.8	5,512	6,763	+22.7
5. Millinery	278	292	+ 5.0	576	702	+21.9
6. Women's and children's apparel - (Total, 1-5)	9,415	9,961	+ 5.8	28,156	35,155	+24.9
7. Men's and boys' clothing and furnishings	4,792	4,776	- 0.3	18,738	21,607	+15.3
8. Drugs, toilet articles and preparations	1,288	1,334	+ 3.6	4,245	4,203	- 1.0
9. Piece goods	3,627	3,808	+ 5.0	14,755	17,999	+22.0
10. Smallwares	1,507	1,466	- 2.6	6,833	6,988	+ 2.3
11. Food & kindred products	4,758	4,130	-13.2	4,323	2,986	-30.9
12. Furniture (including mattresses and springs)	3,489	3,919	+12.3	10,579	12,204	+15.4
13. Home furnishings	4,126	4,129	+ 0.1	20,134	22,355	+11.0
14. Household appliances and electrical supplies .	1,923	2,620	+36.2	5,730	7,579	+32.3
15. Hardware and kitchen utensils	2,696	2,773	+ 2.9	8,567	9,529	+11.2
16. Radios, musical instru- ments and supplies....	638	615	- 3.6	3,684	4,078	+10.7
17. Shoes and other footwear	2,908	2,940	+ 1.1	12,378	14,693	+18.7
18. Stationery, books and magazines	653	653	(a)	3,309	3,108	- 6.1
19. All other departments, total	6,303	6,769	+ 7.4	16,753	18,275	+ 9.1

* Comparisons are based on inventories at the beginning of July in the two years.
Canada totals do not include Newfoundland figures.

(a) Less 0.1 per cent.

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 6% higher in July, 1949 than in July, 1948. Total sales were estimated to be \$36,666,100 in July this year and \$34,643,400 in the same month of 1948.

Chain Food Store Sales in July, 1948 and 1949

Region	Estimated Sales		% Change, July, 1949 July, 1948
	July, 1948	July, 1949	
	\$	\$	
CANADA	34,643,400	36,666,100	+ 5.8
Maritime Provinces..	1,422,100	1,390,800	- 2.2
Quebec	5,987,400	6,244,900	+ 4.3
Ontario	19,308,000	20,312,500	+ 5.2
Prairie Provinces ..	4,389,300	4,952,900	+12.8
British Columbia ...	3,536,600	3,765,000	+ 6.5

Independent Stores

An increase of 2% occurred in sales of independent food stores in July. Sales were down 5% in the Maritime Provinces, and British Columbia showed a fractional decline. Higher sales were shown by other provinces for July, 1949 compared with July, 1948.

Independent Food Store Sales in July, 1948 and 1949

Region	Estimated Sales		% Change, July, 1949 July, 1948
	July, 1948	July, 1949	
	\$	\$	
CANADA	73,713,200	75,012,000	+ 1.8
Maritime Provinces..	8,438,400	7,991,200	- 5.3
Quebec	25,818,200	25,947,300	+ 0.5
Ontario	23,875,200	24,734,700	+ 3.6
Manitoba	2,992,000	3,147,600	+ 5.2
Saskatchewan	3,271,600	3,690,400	+12.8
Alberta	3,798,700	4,003,800	+ 5.4
British Columbia ...	5,519,100	5,497,000	- 0.4

for a wide range of commodity groups were higher at the beginning of August this year, among the largest being those for women's apparel, men's wear, piece goods, furniture, household appliances, radios and footwear.

An analysis of food store sales on Page 9 shows that chain retailers reported a sales increase of 10% over August, 1948, while independent food merchants showed a gain of 2%.

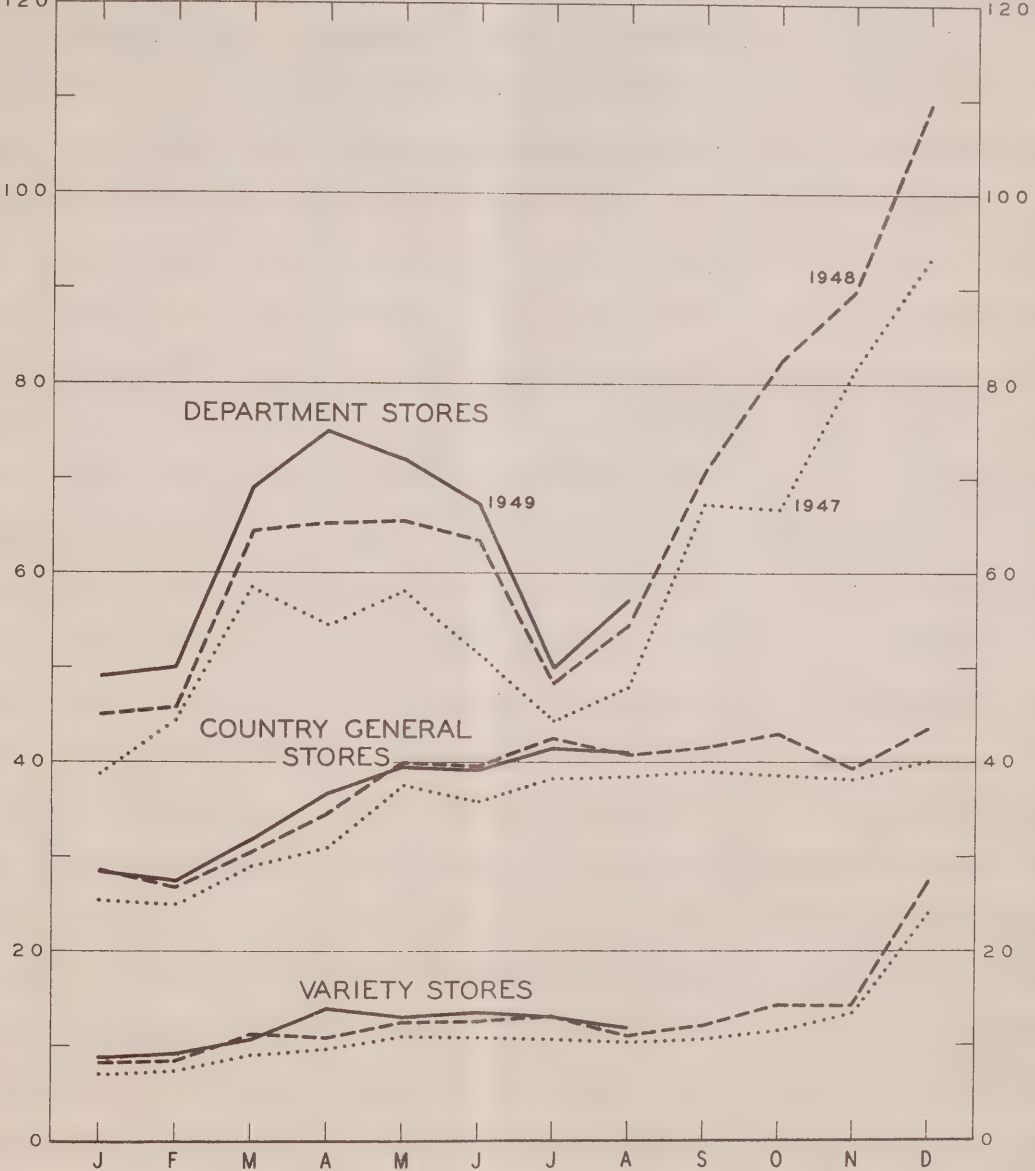
The chart on Page 3 shows sales trends in recent months for the three trades handling a general line of merchandise.

Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES GENERAL MERCHANDISE TRADES

MILLION
DOLLARS
120

MILLION
DOLLARS
120



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August, 1949 Over August, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.5	+ 3.3	+ 1.9	+ 6.7	+13.9	+29.0	+ 9.5	+ 6.1
Grocery & Combination	+ 4.3	- 1.1	+ 2.5	+ 5.0	+ 9.8	+ 6.1	+ 8.5	+ 5.8
Meat	+ 5.7	- 2.6	+ 8.5	+ 6.7	+28.1	- 5.0	+ 7.0	- 3.1
Country General	+ 0.7	- 4.7	- 5.2	+ 0.8	+ 7.5	+ 6.0	- 2.2	+12.5
Department	+ 5.8	+ 4.3	+12.3	+ 4.5	+ 8.3	+ 6.2	+ 4.1	+ 2.0
Variety	+ 7.3	+ 6.5	+ 5.1	+ 9.4	- 3.2	(a)	+18.8	(a)
Motor Vehicle	+28.5	+28.0	- 0.3	+35.1	+43.0	+62.9	+25.6	+49.0
Garage & Filling Station.	+13.3	+ 9.0	+ 3.2	+ 8.9	+36.8	+27.1	+16.5	+30.3
Men's Clothing	- 5.6	- 8.2	- 7.1	- 5.8	(b)	- 3.1	-15.8	- 6.7
Family Clothing	- 2.2	- 2.9	- 0.8	- 2.1	- 8.1	- 3.8	(a)	- 5.5
Women's Clothing	- 4.2	+ 1.9	-15.8	+ 0.5	- 2.3	+19.5	- 2.9	- 7.9
Shoe	+ 2.1	- 4.1	+14.5	+ 1.7	- 9.1	(a)	+21.4	-21.1
Hardware	+ 0.9	+ 2.2	+ 2.0	+ 2.8	-11.5	+ 5.8	+ 6.1	- 9.3
Lumber & Building Material	+ 6.2	+ 5.0	+ 3.6	+ 9.1	+ 8.0	+ 9.9	+ 3.0	- 7.5
Furniture	+ 1.6	(a)	+ 8.4	+ 0.6	+12.5	- 4.3	+13.2	-13.5
Appliance & Radio	+12.0	+11.4	+23.3	+ 6.0	+ 9.1	(b)	- 3.2	- 3.7
Restaurant	+ 3.4	- 2.7	- 1.1	+ 2.0	+19.6	+ 9.7	+ 5.8	+ 4.5
Coal & Wood	- 7.7	-12.7	-16.5	- 2.0	-19.4	-15.0	-50.0	(a)
Drug	+ 3.9	+ 3.4	+ 2.6	+ 3.0	+ 8.7	+11.1	+ 6.2	+ 2.0
Jewellery (c)	+ 5.5	+10.5	- 8.9	+ 8.4	+16.1	(b)	+11.8	+ 3.9
Tobacco	+ 3.6	+20.8	+ 5.3	+ 3.2	+ 6.7	- 4.8	+ 3.4	- 2.5
All Others	+10.7	+ 1.6	+ 3.3	+ 5.1	+20.6	+66.4	+15.8	+ 2.4

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Aug., 1949 Over Jan.-Aug., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.1	+ 2.4	+ 3.9	+ 6.3	+13.5	+15.2	+16.5	+ 6.2
Grocery & Combination	+ 6.9	= 1.0	+ 5.6	+ 7.9	+10.6	+11.6	+16.2	+ 6.3
Meat	+ 8.6	+ 2.2	+11.5	+ 6.4	+21.1	+ 7.3	+21.6	+ 1.2
Country General	+ 0.6	= 2.9	= 3.2	+ 1.6	+ 4.0	+ 3.5	+ 4.7	+ 6.4
Department	+ 8.6	+12.0	+ 6.2	+ 6.6	+11.4	+12.2	+15.7	+ 7.9
Variety	+ 6.7	+ 7.3	+ 4.9	+ 8.0	= 0.4	+ 3.4	+18.6	+ 1.4
Motor Vehicle	+18.9	+ 2.7	+13.0	+17.3	+43.9	+30.1	+28.7	+23.5
Garage & Filling Station .	+10.7	+ 4.5	+ 4.8	+ 7.9	+18.8	+26.1	+18.7	+20.1
Men's Clothing	+ 0.9	= 1.1	= 2.5	= 0.9	(b)	+ 7.1	+ 5.3	= 2.5
Family Clothing	+ 1.4	+ 0.3	= 2.0	+ 4.6	= 3.8	+ 4.8	+10.4	+ 0.9
Women's Clothing	+ 6.0	+ 3.3	+ 2.3	+ 6.4	+26.6	+23.6	+11.3	= 1.6
Shoe	+ 3.3	+ 1.1	+ 8.4	+ 1.7	+ 6.9	+15.5	+18.0	=12.9
Hardware	+ 2.9	= 1.6	+ 3.0	+ 3.5	= 0.2	+ 9.6	+10.2	= 7.0
Lumber & Building Material	+ 8.2	+ 6.0	+ 3.6	+ 9.2	+13.3	+ 5.8	+19.4	= 9.5
Furniture	= 0.6	= 1.1	= 4.2	+ 3.6	+ 1.7	+ 4.5	+10.2	=13.8
Appliance & Radio	+ 6.5	+43.1	+ 6.0	+ 5.3	+ 5.8	+ 1.9	+ 9.3	+ 0.6
Restaurant	+ 3.2	= 0.6	+ 5.8	+ 0.2	+ 3.6	+ 7.2	+15.8	+ 1.6
Coal & Wood	= 9.0	=17.9	=15.0	= 9.4	+ 3.1	=14.0	+ 3.8	+18.4
Drug	+ 4.1	+ 1.2	+ 2.6	+ 3.7	+ 6.3	+12.4	= 6.5	+ 2.5
Jewellery (c).....	+ 7.4	+ 9.2	= 0.5	+ 8.2	+19.2	+33.1	+ 6.6	+ 8.7
Tobacco	+ 2.4	+ 1.0	+ 5.9	+ 1.2	+ 2.5	= 0.7	+12.7	= 3.5
All Others	+ 7.8	+ 5.9	+ 1.9	+ 6.6	+12.4	+25.0	+20.2	+ 5.9

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - B. PROVINCES AND KINDS OF BUSINESS

JULY, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	664,990	48,600	192,820	250,770	42,890	46,830	48,970	68,110
Grocery & Combination	111,760	9,370	32,690	44,880	5,000	4,900	5,760	9,200
Meat	14,680	410	4,120	5,040	660	760	1,120	1,970
Country General	41,500	5,040	2,890	3,340	3,040	3,020	5,020	4,090
Department	49,890	3,740	7,100	10,220	8,010	2,490	3,570	7,750
Variety	12,940	1,390	3,730	5,850	350	400	620	610
Motor Vehicle	89,460	5,590	28,140	30,360	7,900	5,670	7,460	8,160
Garage & Filling Station	44,320	3,780	8,290	17,820	2,710	4,620	2,970	4,060
Men's Clothing	12,150	840	2,590	5,780	650	360	630	1,290
Family Clothing	10,950	1,140	3,820	3,600	390	590	560	870
Women's Clothing	11,710	580	2,730	5,200	570	440	710	1,480
Shoes	7,140	520	1,880	3,330	240	170	340	650
Hardware	15,010	970	3,160	5,740	990	1,270	1,430	1,460
Lumber & Building Material	20,320	650	2,230	7,470	2,320	2,870	3,240	1,530
Furniture	10,780	640	3,240	4,760	150	200	710	1,080
Appliance & Radio	7,750	390	2,220	3,770	300	(b)	280	610
Restaurant	26,210	1,010	3,670	11,990	1,810	1,820	2,500	3,400
Coal & Wood	10,450	770	2,300	5,770	690	340	50	530
Drug	14,460	1,200	2,510	6,290	1,070	840	1,010	1,550
Jewellery (c)	5,190	340	1,140	1,970	330	(b)	350	830
Tobacco	7,240	280	2,240	3,230	150	190	360	780
All Others	141,680	9,950	31,170	56,700	5,960	11,480	10,210	16,210

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

AUGUST, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	645,020	47,160	138,970	247,220	40,510	54,840	50,220	66,050
Grocery & Combination	104,200	8,890	29,570	41,640	4,840	4,530	5,750	8,970
Meat	13,820	370	4,070	4,930	730	760	1,070	1,890
Country General	41,000	4,630	8,510	8,500	3,170	6,850	5,320	4,040
Department	57,180	4,360	8,970	20,970	8,340	2,570	3,790	8,180
Variety	11,830	1,320	3,480	5,220	300	360	570	580
Motor Vehicle	66,720	4,850	13,120	24,680	4,090	6,810	6,630	6,540
Garage & Filling Station	43,340	3,640	7,850	17,350	2,900	4,790	2,970	3,830
Men's Clothing	9,930	670	2,210	4,580	(b)	310	480	1,110
Family Clothing	10,030	1,010	3,580	3,230	340	510	490	860
Women's Clothing	10,060	540	2,080	4,450	430	490	680	1,390
Shoe	6,460	470	1,740	3,020	200	130	340	560
Hardware	13,920	940	3,030	4,710	850	1,280	1,730	1,370
Lumber & Building Material	23,690	840	2,290	10,100	2,290	3,010	3,730	1,610
Furniture	10,690	690	2,970	4,720	180	220	770	1,150
Appliance & Radio	7,300	360	2,380	3,190	360	(b)	300	520
Restaurant	25,340	1,080	3,720	11,380	1,650	1,700	2,360	3,450
Coal & Wood	13,350	890	2,370	7,840	790	510	70	880
Drug	15,120	1,210	2,410	6,900	1,120	900	1,030	1,540
Jewellery (c)	5,750	420	1,230	2,330	360	(b)	380	800
Tobacco	8,080	290	2,200	4,170	160	200	300	770
All Others	147,010	9,690	31,190	53,310	6,850	18,500	11,460	16,010

* Canada totals do not include Newfoundland, Northwest Territories and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

August, 1948 and August, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES*		
	Aug. 1948 (\$000)	Aug. 1949 (\$000)	% Change 1949/48	July 31, 1948 (\$000)	July 31, 1949 (\$000)	% Change 1949/48
TOTAL, ALL DEPARTMENTS ..	54,016	57,180	+ 5.9	169,746	191,741	+13.0
1. Women's dresses, coats, and suits	6,118	6,286	+ 2.7	14,157	17,727	+25.2
2. Girls' and infants' wear.	1,969	2,125	+ 7.9	6,366	8,034	+26.2
3. Hosiery and gloves	1,402	1,405	+ 0.2	5,022	4,929	- 1.9
4. Lingerie and corsets	1,901	2,103	+10.6	6,447	7,351	+14.0
5. Millinery	506	571	+12.8	663	786	+18.6
6. Women's and children's apparel - (Total, 1-5) ..	11,896	12,490	+ 5.0	32,655	38,827	+18.9
7. Men's and boys' clothing and furnishings	4,822	4,857	+ 0.7	20,057	23,498	+17.2
8. Drugs, toilet articles and preparations	1,235	1,356	+ 9.8	4,433	4,314	- 2.7
9. Piece goods	4,345	4,385	+ 0.9	15,669	18,454	+17.8
10. Smallwares	1,658	1,697	+ 2.4	7,008	7,264	+ 3.7
11. Food and kindred products	4,816	3,998	-17.0	4,812	3,206	-33.4
12. Furniture (including mattresses and springs) ..	4,301	5,251	+22.1	10,852	12,502	+15.2
13. Home furnishings	4,686	4,817	+ 2.8	21,647	23,471	+ 8.4
14. Household appliances and electrical supplies	2,284	3,086	+35.1	6,268	7,658	+22.2
15. Hardware and kitchen utensils	2,738	2,868	+ 4.7	9,048	9,171	+ 1.4
16. Radios, musical instru- ments and supplies	857	821	- 4.2	3,534	4,276	+21.0
17. Shoes and other footwear.	3,262	3,527	+ 8.1	13,097	15,870	+21.2
18. Stationery, books and magazines	873	959	+ 9.9	3,556	3,528	- 0.8
19. All other departments, total	6,243	7,068	+13.2	17,110	19,702	+15.1

* Comparisons are based on inventories at the beginning of August in the two years.

Canada totals do not include Newfoundland figures.

RETAIL FOOD TRADE

9

Chain Stores

Sales of chain grocery and combination stores were 10% higher in August, 1949 than in August, 1948. Total sales were estimated to be \$34,065,400 in August this year and \$31,119,000 in the same month of 1948.

Chain Food Store Sales in August, 1948 and 1949

Region	Estimated Sales		% Change, August, 1949 August, 1948
	August, 1948	August, 1949	
	\$	\$	
CANADA	31,119,000	34,065,400	+ 9.5
Maritime Provinces .	1,258,700	1,300,200	+ 3.3
Quebec	5,436,000	6,131,800	+12.8
Ontario	16,931,900	18,372,600	+ 8.5
Prairie Provinces ..	4,153,900	4,669,300	+12.4
British Columbia ...	3,338,500	3,591,500	+ 7.6

Independent Stores

An increase of 2% occurred in sales of independent food stores in August. Sales were down 2% in the Maritime Provinces. Higher sales were shown by other provinces for August, 1949 compared with August, 1948.

Independent Food Store Sales in August, 1948 and 1949

Region	Estimated Sales		% Change, August, 1949 August, 1948
	August, 1948	August, 1949	
	\$	\$	
CANADA	68,816,900	70,135,400	+ 1.9
Maritime Provinces .	7,730,200	7,591,100	- 1.8
Quebec	23,413,300	23,436,700	+ 0.1
Ontario	22,703,700	23,271,300	+ 2.5
Manitoba	2,848,200	3,118,800	+ 9.5
Saskatchewan	3,138,200	3,248,000	+ 3.5
Alberta	3,838,100	4,087,600	+ 6.5
British Columbia ...	5,145,200	5,381,900	+ 4.6

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RETAIL TRADE — — — — — SEPTEMBER 1949

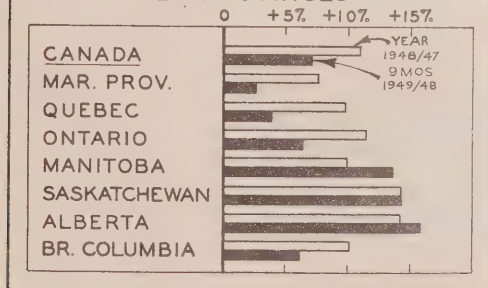
The total of Canada's retail trade in September¹ was estimated at \$685 millions, an increase of 7% over the September, 1948 figure of \$639 millions. Sales were also higher than the August total of \$644 millions.

A rather uniform rate of increase over 1948 has prevailed over the last five months, during which sales increases have ranged from 5% to 8%. Dollar sales for the first nine months of this year were estimated at \$5,543 millions, up 7% over sales of \$5,175 millions in the same period of 1948.

Most kinds of stores reported moderate sales increases in September this year over September a year ago. Among the few increases which exceeded the average gain of 7% were those for motor vehicle dealers (28%) and furniture stores (10%). The motor vehicle trade has maintained a consistently high rate of increase throughout 1949, and had a cumulative gain of 20% in the nine months' comparison. Further evidence of the increased activity of the automotive field is reflected in sales increases for garages and filling stations which amounted to 12% in September and 11% in the January-to-September period compared with last year. One notable change in trend occurred in the case of coal and wood dealers where sales increased 12% in September, but averaged 6.5% lower during the first nine months of 1949.

Declines from September of last year were limited to country general stores, which had a 3% decrease, and to the three clothing trades, which had sales declines of from 2% to 8%.

Provincial sales increases in September were remarkably consistent with those for the first nine months of the year. Increases for the Prairie Provinces were higher than those for other provinces, both in September and in the nine-months' comparison. However, the margin of difference between the Prairies and the remainder of the country was narrowed slightly in September when gains were lower than in the first nine months for the Prairies and a little larger in Eastern Canada.

7. CHANGES IN RETAIL TRADE
BY PROVINCES

In the above chart, the variation of provincial increases in the last two years is depicted.

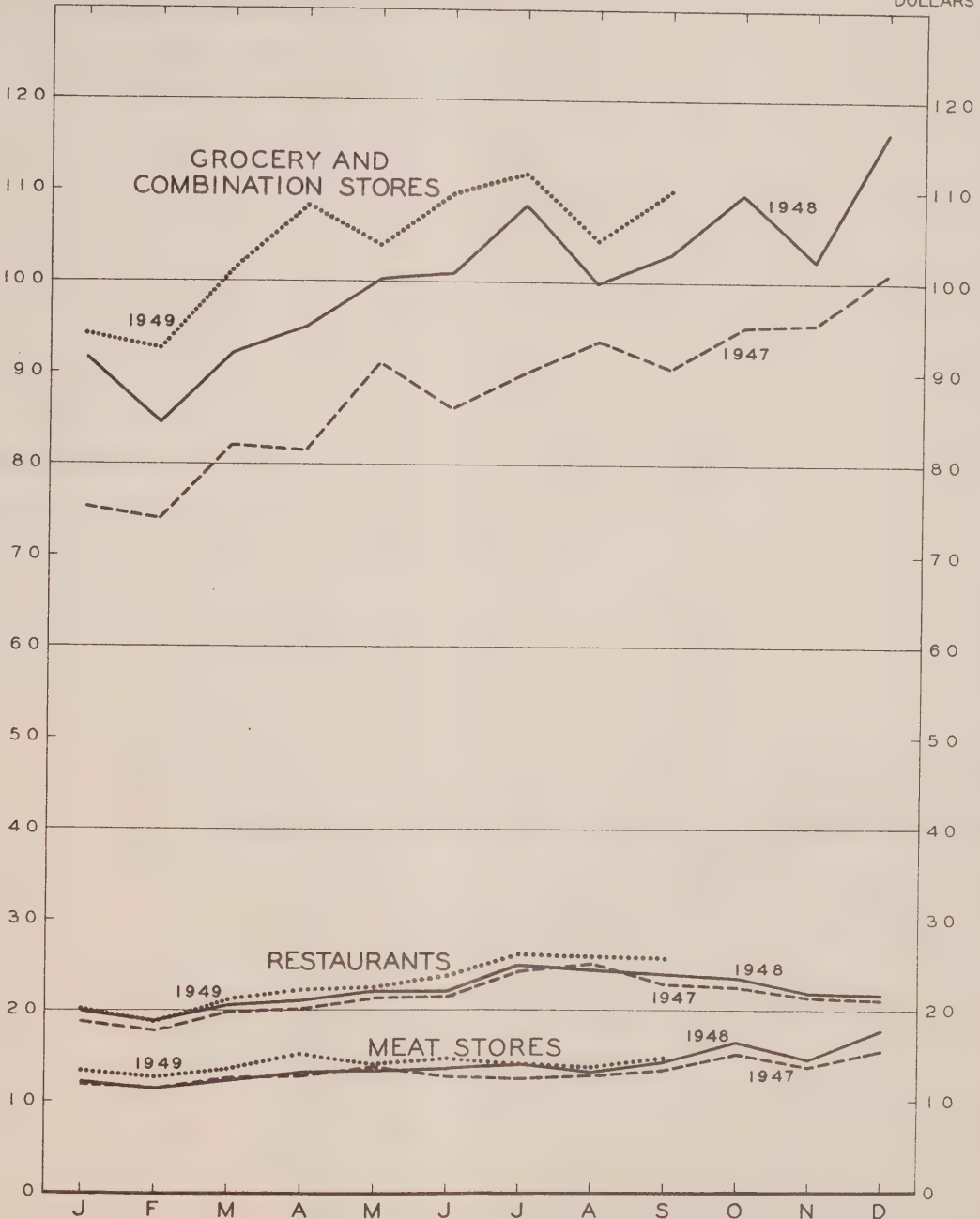
Department store sales for September and for the first nine months of 1948 and 1949 are compared in tables on Pages 9 and 10. Inventory comparisons are also shown on Page 9. The cumulative results reveal quite large sales gains for all women's apparel departments except hosiery, while sizable gains were also reported for furniture and household appliances. The pattern of September increases is not drastically different from that shown in the nine-months' comparison. Inventories were 13% higher at the beginning of September, and in the following departments stocks were more than 20% above the corresponding value a year earlier; furniture, radio and music, and footwear.

Tables on Page 11 show trends in sales of food stores by provinces for chains and independents separately. Chain store increases exceeded those for independents in all but the Maritime Provinces.

The chart on Page 3 shows sales trends in recent months for the three food trades.

Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES FOOD TRADES

MILLION
DOLLARSMILLION
DOLLARS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September, 1949 Over September, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.3	+ 5.7	+ 4.8	+ 7.2	+13.3	+11.3	+ 9.6	+ 5.7
Grocery and Combination	+ 6.7	+ 3.4	+ 6.9	+ 7.5	+ 7.7	+ 3.7	+ 6.6	+ 3.2
Meat	+ 4.0	+ 2.3	+ 3.6	+ 7.2	+10.1	- 1.1	+ 2.7	- 2.1
Country General	- 2.8	- 4.6	- 7.8	- 4.0	+ 2.7	+ 0.8	- 0.3	- 2.5
Department	+ 7.7	+10.0	+ 5.4	+ 8.1	+13.0	+ 7.4	+ 5.0	+ 4.3
Variety	+ 9.0	(a)	+ 5.7	+12.9	+12.1	+ 5.6	+21.3	+ 3.6
Motor Vehicle.....	+27.6	+45.1	+29.8	+22.7	+15.4	+37.9	+22.7	+34.9
Garage and Filling Station.	+12.0	+11.1	+ 2.9	+ 7.2	+40.3	+29.2	+ 8.0	+27.1
Men's Clothing	- 1.5	-11.4	- 9.9	+ 5.2	- 2.1	- 1.9	- 2.7	- 8.0
Family Clothing	- 3.2	- 3.4	- 5.1	+ 2.0	+ 2.0	-18.2	- 3.6	- 3.4
Women's Clothing	- 7.6	-12.7	-13.4	- 4.9	(a)	- 9.8	-12.8	- 5.0
Shoe	+ 6.3	+ 5.8	+16.5	+ 3.0	+ 7.7	+ 5.9	+11.1	- 9.0
Hardware	+ 7.7	+ 2.1	+ 7.8	+ 6.3	+19.8	+16.5	+ 8.0	+ 0.7
Lumber and Building Material	+ 6.0	+ 3.9	- 5.5	+ 5.4	+30.4	+ 6.3	+ 3.8	- 1.2
Furniture	+10.1	+ 2.7	+11.4	+ 9.5	+ 5.9	+19.0	+27.5	+ 1.7
Appliance and Radio	+ 4.6	+26.5	- 5.3	+ 9.1	- 2.2	(b)	+10.5	+ 1.7
Restaurant	+ 7.6	- 9.9	+ 5.5	+ 3.2	(b)	+11.8	+12.5	+ 8.9
Coal and Wood	+12.0	- 5.5	+12.7	+13.5	+24.8	+16.3	-33.3	+ 7.1
Drug	+ 2.9	+ 3.6	+ 6.5	+ 2.0	+ 4.7	+15.0	+ 1.0	- 4.5
Jewellery (c).....	+ 3.7	+20.0	- 3.1	+ 0.9	+14.3	+27.8	+16.2	+ 1.6
Tobacco	+ 4.7	+19.2	+ 2.7	+ 6.3	+12.5	- 9.5	+ 5.7	(a)
All Others	+ 3.3	- 2.9	- 1.5	+ 3.4	+ 2.8	+10.0	+18.9	+ 3.0

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Sept., 1949 Over Jan.-Sept., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.1	+ 2.7	+ 4.0	+ 6.4	+13.6	+14.3	+15.8	+ 6.2
Grocery & Combination	+ 6.9	- 0.2	+ 5.9	+ 7.8	+10.0	+10.6	+15.0	+ 6.0
Meat	+ 8.0	+ 1.9	+10.5	+ 6.3	+19.4	+ 6.6	+19.0	+ 0.8
Country General	+ 0.2	- 3.1	- 3.9	- 1.8	+ 3.8	+ 3.3	+ 4.1	+ 5.3
Department	+ 8.5	+11.7	+ 6.1	+ 6.8	+11.6	+11.4	+14.1	+ 7.4
Variety	+ 6.9	+ 6.4	+ 4.9	+ 8.5	+ 1.1	+ 3.6	+18.7	+ 1.6
Motor Vehicle	+20.0	+ 6.3	+15.1	+17.9	+40.7	+21.8	+27.6	+25.0
Garage & Filling Station..	+10.8	+ 5.3	+ 4.5	+ 7.5	+23.3	+25.8	+17.6	+20.5
Men's Clothing	+ 0.6	- 2.2	- 3.2	- 0.4	(b)	+ 5.8	+ 4.4	- 3.3
Family Clothing	+ 0.8	- 0.1	- 2.6	+ 4.4	- 2.7	+ 1.3	+ 8.6	+ 0.4
Women's Clothing	+ 4.6	+ 1.0	+ 0.7	+ 5.4	+23.0	+18.6	- 8.3	- 2.1
Shoe	+ 3.7	+ 1.7	+ 9.3	+ 2.0	+ 7.0	+14.2	+17.2	-12.2
Hardware	+ 3.7	- 1.2	+ 3.6	+ 3.9	+ 2.3	+11.0	+10.9	- 5.8
Lumber & Building Material	+ 6.9	+ 5.9	+ 2.5	+ 6.4	+15.3	+ 5.4	+16.9	- 8.5
Furniture	+ 0.8	- 0.3	- 2.4	+ 4.6	+ 2.2	+ 6.3	+12.3	-11.8
Appliance & Radio	+ 6.2	+40.7	+ 4.7	+ 5.7	+ 4.7	(a)	+ 9.9	+ 0.3
Restaurant	+ 4.0	- 1.3	+ 5.9	+ 0.9	+ 8.7	+ 8.0	+15.9	+ 2.8
Coal & Wood	- 6.5	-16.8	-11.5	- 6.5	+ 5.9	-10.2	- 1.6	+16.0
Drug.....	+ 3.9	+ 1.5	+ 3.1	+ 3.6	+ 6.0	+12.3	+ 5.8	+ 1.7
Jewellery (c)	+ 6.9	+10.5	- 1.1	+ 7.2	+18.9	+30.9	+ 8.0	+ 8.4
Tobacco	+ 3.1	+ 3.0	+ 5.5	+ 2.7	+ 3.6	- 1.7	+11.7	- 3.2
All Others	+ 7.2	+ 4.7	+ 1.5	+ 6.2	+11.1	+21.4	+20.7	+ 5.7

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

AUGUST, 1949
(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	644,200	46,920	139,510	245,890	40,860	53,800	50,830	66,310
Grocery and Combination	104,380	8,860	30,050	41,470	4,750	4,530	5,740	8,970
Meat	13,750	360	4,070	4,840	730	790	1,070	1,890
Country General	41,060	4,630	8,400	8,510	3,170	6,930	5,320	4,080
Department	57,180	4,360	8,970	20,970	8,340	2,570	3,790	8,180
Variety	11,810	1,320	3,470	5,210	300	360	560	580
Motor Vehicle	66,960	4,750	13,240	24,570	4,280	7,000	6,500	6,620
Garage and Filling Station...	43,120	3,640	7,850	17,030	3,180	4,640	3,030	3,730
Men's Clothing	9,840	670	2,230	4,480	(b)	310	490	1,100
Family Clothing	9,980	1,010	3,510	3,260	340	510	490	860
Women's Clothing	10,300	520	2,140	4,650	430	490	700	1,370
Shoe	6,500	470	1,740	3,050	200	130	340	570
Hardware	14,190	940	3,040	4,760	850	1,330	1,860	1,410
Lumber and Building Material...	22,310	850	2,310	8,680	2,220	2,920	3,710	1,610
Furniture	10,910	710	2,970	4,870	180	220	770	1,190
Appliance and Radio	7,260	360	2,380	3,160	360	(b)	310	500
Restaurant	25,870	1,100	3,770	11,640	1,660	1,730	2,450	3,520
Coal and Wood	13,140	850	2,390	7,710	790	510	70	820
Drug	15,100	1,210	2,420	6,920	1,110	870	1,020	1,540
Jewellery (c)	5,750	420	1,200	2,330	370	210	380	830
Tobacco	8,400	290	2,190	4,490	160	200	300	770
All Others	146,390	9,600	31,170	53,290	6,870	17,370	11,930	16,170

^{*} Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

SEPTEMBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA [†]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	684,880	47,360	153,960	266,330	46,130	52,790	52,320	66,020
Grocery and Combination	109,920	9,480	31,760	44,010	5,040	4,780	5,950	8,910
Meat	14,760	440	4,310	5,390	760	870	1,140	1,840
Country General	40,320	4,380	8,050	7,390	3,370	7,490	5,700	3,930
Department	76,170	5,600	12,200	27,940	11,370	4,770	5,070	9,230
Variety	13,120	1,350	3,920	5,960	370	380	570	570
Motor Vehicle	80,310	5,340	19,150	29,130	4,340	8,110	7,410	6,840
Garage and Filling Station ..	40,630	3,110	8,250	15,850	3,170	3,720	2,820	3,710
Men's Clothing	12,770	700	2,730	6,500	460	510	730	1,150
Family Clothing	11,970	1,150	4,130	4,090	500	720	540	850
Women's Clothing	12,490	550	2,580	5,880	650	550	750	1,530
Shoe	7,960	550	2,190	3,740	280	180	300	710
Hardware	15,380	980	3,460	4,930	1,090	1,480	1,900	1,540
Lumber and Building Material	22,840	790	2,070	8,350	2,700	3,190	3,570	1,690
Furniture	11,900	760	3,420	5,210	180	250	880	1,190
Appliance and Radio	8,150	430	1,770	4,210	440	(b)	420	610
Restaurant	25,700	820	4,010	11,490	(b)	1,710	2,340	3,320
Coal and Wood	19,170	1,200	3,740	10,600	1,510	930	120	1,060
Drug	15,440	1,150	2,640	7,070	1,120	920	1,060	1,490
Jewellery (c)	5,570	360	1,250	2,270	400	230	430	640
Tobacco	8,320	310	2,290	4,240	180	190	370	740
All Others	131,990	7,910	30,040	51,600	6,180	11,550	10,250	14,470

[†] Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY - SEPTEMBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA ^a	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	5,542,730	398,280	1,263,910	2,184,020	346,170	375,150	418,660	556,590
Grocery and Combination	936,570	80,130	272,230	376,340	41,380	38,120	48,960	79,420
Meat	126,880	3,680	38,260	46,250	5,350	6,490	9,640	17,130
Country General	326,110	39,690	70,310	65,440	24,300	51,150	44,350	30,370
Department	565,880	42,090	89,880	210,530	83,080	29,450	37,230	33,520
Variety	106,780	11,140	32,320	47,500	2,860	3,130	4,830	5,020
Motor Vehicle	627,130	43,760	139,770	238,900	38,510	50,480	58,620	57,090
Garage and Filling Station	318,290	28,520	60,440	131,760	20,470	26,510	23,530	30,060
Men's Clothing	114,350	7,010	27,110	54,560	(b)	3,660	5,880	10,020
Family Clothing	101,920	10,100	36,270	33,800	3,550	6,010	4,680	7,550
Women's Clothing	114,220	5,160	25,750	52,110	5,930	4,790	6,800	13,690
Shoe	65,870	4,310	20,040	29,850	2,150	1,370	2,590	5,520
Hardware	124,070	7,670	27,590	44,710	7,610	10,590	13,950	11,940
Lumber and Building Material	164,460	5,590	16,900	67,050	16,440	19,600	26,240	12,610
Furniture	96,760	6,380	26,930	43,700	1,410	1,860	6,590	9,900
Appliance and Radio	68,920	3,420	18,110	33,310	3,370	1,850	3,010	5,850
Restaurant	206,300	8,060	32,450	94,420	12,150	13,060	19,710	26,480
Coal and Wood	123,600	8,890	24,010	65,710	9,850	5,730	1,210	8,210
Drug	135,040	10,300	23,080	61,220	9,400	7,670	9,350	14,000
Jewellery (c)	44,820	2,730	10,710	17,950	3,140	1,780	2,850	5,680
Tobacco	72,200	2,430	20,440	36,790	1,430	1,700	2,670	6,740
All Others	1,102,550	70,220	251,310	432,030	47,550	90,150	85,970	125,230

^a Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

September, 1948 and September, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES ^{II}		
	Sept. 1948	Sept. 1949	% Change 1949/48	Aug. 31 1948	Aug. 31, 1949	% Change, 1949/48
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, ALL DEPARTMENTS	70,707	76,172	+ 7.7	183,180	207,035	+13.0
1. Women's dresses, coats, and suits	8,897	9,677	+ 8.8	18,223	22,978	+26.1
2. Girls' and infants' wear,	3,832	4,564	+19.1	7,707	9,805	+27.2
3. Hosiery and gloves	2,363	2,459	+ 4.1	5,776	5,559	- 3.8
4. Lingerie and corsets ...	2,820	2,892	+ 2.6	7,715	8,344	+ 8.2
5. Millinery	1,042	1,200	+15.2	1,087	1,007	- 7.4
6. Women's and children's apparel - (Total, 1-5) ..	13,954	20,792	+ 9.7	40,508	47,693	+17.7
7. Men's and boys' clothing and furnishings	8,365	8,968	+ 7.2	23,612	26,887	+13.9
8. Drugs, toilet articles and preparations	1,331	1,435	+ 7.8	4,413	4,284	- 2.9
9. Piece goods	5,597	5,708	+ 2.0	16,249	18,754	+15.4
10. Smallwares	2,093	2,162	+ 3.3	7,694	7,849	+ 2.0
11. Food and kindred products	4,887	4,336	-11.3	5,225	3,346	-36.0
12. Furniture (including mat- tresses and springs) ...	4,164	4,741	+13.9	10,082	12,297	+22.0
13. Home furnishings	5,145	5,402	+ 5.0	21,468	23,701	+10.4
14. Household appliances and electrical supplies ...	2,971	3,859	+29.9	5,832	6,842	+17.3
15. Hardware and kitchen utensils	2,846	2,951	+ 3.7	8,358	8,589	+ 2.8
16. Radios, musical instru- ments and supplies	1,020	1,105	+ 8.3	3,407	4,170	+22.4
17. Shoes and other footwear	5,005	5,290	+ 5.7	14,541	17,631	+21.3
18. Stationery, books and magazines	1,298	1,405	+ 8.2	3,818	3,834	+ 0.4
19. All other departments, total	7,031	8,013	+14.0	17,973	21,158	+17.7

* Comparisons are based on inventories at the beginning of September in the two years.
Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-September, 1948 and 1949

Provinces	SALES		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
TOTAL, ALL DEPARTMENTS	521,581	565,991	+ 8.5
1. Women's dresses, coats, and suits	61,626	70,229	+14.0
2. Girls' and infants' wear.	18,997	22,656	+19.3
3. Hosiery and gloves	16,135	16,420	+ 1.8
4. Lingerie and corsets ..	19,472	22,295	+14.5
5. Millinery	5,547	6,359	+14.6
6. Women's and children's apparel - (Total, 1-5).	121,777	137,959	+13.3
7. Men's and boys' clothing and furnishings	54,294	58,690	+ 8.1
8. Drugs, toilet articles and preparations	11,912	12,625	+ 6.0
9. Piece goods	40,493	43,439	+ 7.3
10. Smallwares	16,018	16,559	+ 3.4
11. Food and kindred products	44,868	40,072	-10.7
12. Furniture (including mattresses and springs.	55,186	39,868	+13.3
13. Home furnishings	42,648	45,021	+ 5.6
14. Household appliances and electrical supplies	21,179	25,773	+21.7
15. Hardware and kitchen utensils	26,588	28,099	+ 5.7
16. Radios, musical instru- ments, and supplies....	7,407	8,016	+ 8.2
17. Shoes and other footwear	34,619	37,700	+ 8.9
18. Stationery, books, and magazines	7,699	8,137	+ 5.7
19. All other departments, total	56,893	64,033	+12.5

RETAIL FOOD TRADEChain Stores

Sales of chain grocery and combination stores were 14% higher in September, 1949 than in September, 1948. Total sales were estimated to be \$37,061,300 in September this year and \$32,561,500 in the same month of 1948.

Chain Food Store Sales in September, 1948 and 1949

Region	Estimated Sales		% Change, September, 1949 September, 1948
	September, 1948	September, 1949	
	\$	\$	%
CANADA	32,561,500	37,061,300	+ 13.8
Maritime Provinces .	1,240,300	1,266,300	+ 2.1
Quebec	5,967,700	7,203,000	+20.7
Ontario	17,683,200	19,996,700	+13.1
Prairie Provinces...	4,291,700	4,922,900	+14.7
British Columbia ...	3,378,600	3,672,400	+ 8.7

Independent Stores

An increase of 3% occurred in sales of independent food stores in September. Increases were recorded in every province with the exception of British Columbia which showed a fractional decrease.

Independent Food Store Sales in September, 1948 and 1949

Region	Estimated Sales		% Change, September, 1949 September, 1948
	September, 1948	September, 1949	
	\$	\$	%
CANADA	70,492,600	72,856,200	+ 3.4
Maritime Provinces ...	7,670,600	8,215,200	+ 7.1
Quebec	23,744,700	24,552,000	+ 3.4
Ontario	23,245,500	24,012,600	+ 3.3
Manitoba	3,074,600	3,185,300	+ 3.6
Saskatchewan	3,437,100	3,485,200	+ 1.4
Alberta	4,064,400	4,166,000	+ 2.5
British Columbia	5,255,700	5,239,900	- 0.3



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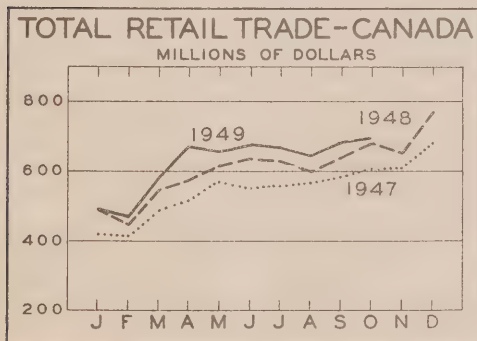
RETAIL TRADE ———— OCTOBER 1949

Canada's retail trade in October was estimated at \$696 millions, a moderate 2.2% increase over the October, 1948 total of \$682 millions. Sales were also up slightly from the September, 1949 total of \$685 millions. The October increase was among the smallest this year. Sales in the first ten months of 1949 were 6.5% above those in the similar period a year ago. The moderate increase of October, 1949 sales over the same month a year ago may be attributed in some degree to the particularly large volume of trade in October, 1948 when sales were 12.4% higher than October, 1947 sales. Changes in sales volume in October were probably unaffected by seasonal factors since there was the same number of shopping days and Saturdays in this month in 1948 and 1949.

Twelve of the 21 trades had sales increases in October, and these ranged from +0.3% for grocery and combination stores to +14.7% for motor vehicle dealers. October increases for some of the more important trades, with January-to-October gains in brackets, were as follows: grocery and combination stores, +0.3% (+6%); country general stores, -2% (unchanged); furniture, -1% (+0.4%); hardware, +2% (+3%); drug stores, -1% (+4%); restaurants, +4% (+4%). Practically all trades making up the retail sales total showed evidence of moderation in October. Sales increases did not reach the high levels of the January-to-September cumulative increases, and sales decreases, particularly in the apparel group, exceeded the declines in sales recorded in the same period.

Provincial sales increases varied considerably. Alberta and Saskatchewan recorded the only large gains over the same month a year ago, with increases of 7% and 11% respectively. Most other provinces reported gains approximating the average gain of 2.2% for Canada.

In the first ten months of 1949, Manitoba and Ontario recorded gains of 12% and 6% respectively over the comparable period of 1948, while their October, 1949 increases over October, 1948 amounted to only 1%. Alberta's gain of 15% during the January-to-October, 1949 period was much higher than the 7% increase recorded for October, 1949. Sales gains for October in other provinces did not attain the proportions of those recorded during the first nine months of 1949.



Department store sales and inventories for October, 1948 and 1949 are given on Page 8. Sales in October, 1949 showed a

Prepared in Merchandising and Services Section

slight increase over the same month a year ago, with the selling value of inventories at the beginning of October 11% higher. Stocks were higher for most lines of women's and children's clothing, shoes and household durables. Food department inventories showed the only large decrease (37%). This decline may be accounted for, to a large degree, as resulting from the elimination of food departments by several large department stores.

Retail food trade sales for October, shown on Page 9, increased 4% in the case of chain retailers, while independent food merchants showed a decrease of 2%.

The chart on Page 3 shows trends from 1947 onwards for the four trades constituting the apparel group.

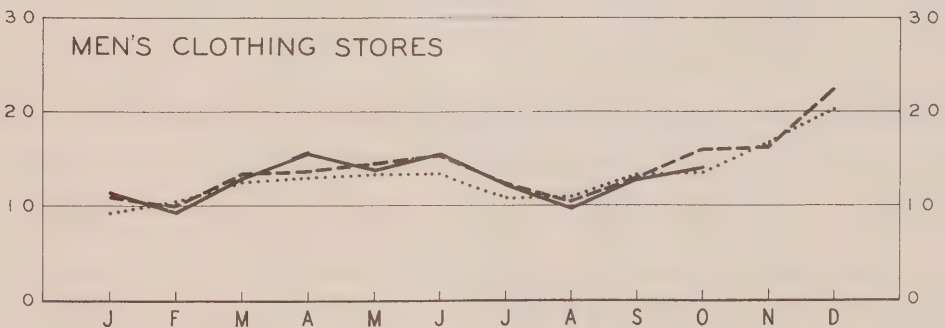
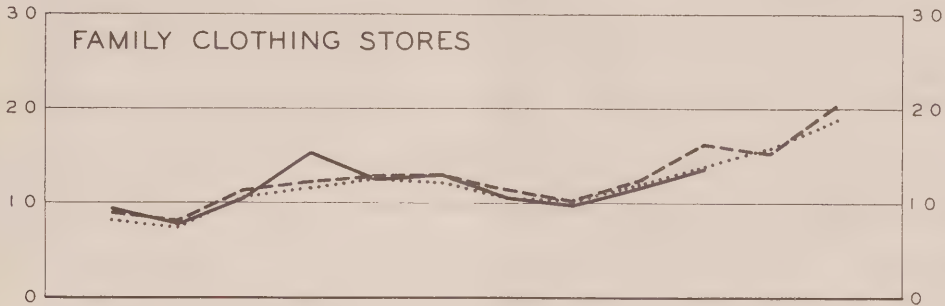
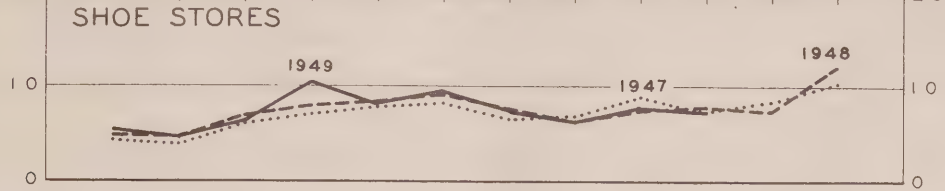
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Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES APPAREL STORES

MILLION
DOLLARS
20

MILLION
DOLLARS
20



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

October, 1949 Over October, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 2.2	+ 1.2	- 0.7	+ 1.1	+ 1.4	+11.2	+ 7.3	+ 3.7
Grocery & Combination	+ 0.3	- 0.5	- 0.8	- 0.4	+ 1.4	+ 2.7	+ 5.2	+ 3.3
Meat	- 3.2	- 2.3	- 6.5	- 0.5	+ 7.4	-13.1	+ 2.3	- 4.8
Country General	- 2.1	- 6.5	- 4.4	- 6.0	- 4.3	+ 6.9	- 0.3	- 0.3
Department	+ 0.3	(a)	- 3.0	- 2.2	+ 3.0	+ 1.6	+ 9.9	+ 6.7
Variety	+ 0.9	- 3.2	(a)	+ 3.2	- 9.1	- 2.1	+15.3	- 9.6
Motor Vehicle	+14.7	+23.7	+17.3	+ 8.7	-10.8	+18.2	+38.4	+16.8
Garage & Filling Station ...	+ 9.1	+ 9.4	+ 5.0	+ 9.8	+ 3.8	+15.0	+ 0.4	+22.8
Men's Clothing	-11.1	-17.9	-12.1	-11.8	-15.1	(a)	- 6.9	- 9.6
Family Clothing	-14.7	-12.9	-15.6	-17.4	-10.1	-11.1	- 8.7	-10.2
Women's Clothing	-13.1	-13.7	-19.9	-15.3	- 9.8	- 1.2	- 3.6	- 4.9
Shoe	- 6.4	- 1.9	-10.3	- 3.8	- 3.6	- 5.0	- 3.1	-14.1
Hardware	+ 1.7	- 4.8	+ 3.1	- 2.0	+20.7	+ 8.5	+ 2.2	- 5.6
Lumber & Building Material .	+ 1.3	-15.4	- 6.4	+ 0.3	+ 8.2	+10.6	- 0.5	- 0.6
Furniture	- 1.1	- 1.3	- 1.2	+ 1.3	+ 6.3	+ 3.3	- 7.7	- 4.9
Appliances and Radio	+ 0.9	+ 8.1	- 8.8	+ 7.2	(a)	(b)	- 4.1	- 2.6
Restaurant	+ 4.2	- 4.9	- 5.1	+ 7.5	(b)	- 0.6	+ 6.8	+ 0.7
Coal & Wood	- 0.5	- 4.4	- 5.5	- 4.7	+ 6.9	(b)	- 4.5	+25.6
Drug	- 0.5	- 1.7	(a)	+ 0.3	- 1.8	- 2.1	- 1.8	- 1.9
Jewellery (c)	+ 2.1	- 3.0	- 3.9	+ 3.4	+ 2.6	+21.1	-10.0	+ 3.0
Tobacco	+ 6.8	(a)	+ 8.1	+ 9.0	(a)	- 9.5	+ 5.7	- 1.3
All Other	+ 5.5	+ 2.4	+ 0.7	+ 4.5	+ 3.4	+29.9	+ 6.8	+ 4.0

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Oct., 1949 Over Jan.-Oct., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	+6.5	+ 2.6	+ 3.5	+ 5.8	+11.9	+13.9	+14.8	+ 5.8
Grocery & Combination ...	+ 6.2	+ 0.3	+ 5.3	+ 6.9	+ 8.8	+ 9.8	+13.8	+ 5.8
Meat	+ 6.6	+ 1.5	+ 8.3	+ 5.4	+17.4	+ 4.0	+16.7	+ 0.3
Country General	(a)	+ 3.3	+ 3.8	+ 2.2	+ 2.9	+ 3.8	+ 3.7	+ 4.5
Department	+ 7.4	+10.1	+ 4.9	+ 5.6	+10.3	+ 9.8	+13.5	+ 7.3
Variety	+ 6.2	+ 5.2	+ 4.3	+ 7.9	+ 0.3	+ 2.9	+18.2	+ 0.4
Motor Vehicle	+19.5	+ 9.4	+15.1	+17.1	+33.5	+29.3	+29.1	+24.1
Garage & Filling Station.	+10.5	+ 5.6	+ 4.9	+ 7.9	+19.7	+24.5	+15.3	+18.1
Men's Clothing	+ 0.8	+ 3.9	+ 4.3	+ 2.0	(b)	+ 4.8	+ 2.9	+ 2.8
Family Clothing	+ 1.5	+ 1.9	+ 4.5	+ 1.3	+ 3.9	+ 0.9	+ 6.3	+ 0.9
Women's Clothing	+ 2.4	+ 0.7	+ 1.8	+ 2.8	+18.6	+15.1	+ 7.2	+ 2.4
Shoe	+ 2.5	+ 0.8	+ 7.2	+ 1.2	+ 5.7	+11.4	+14.6	+12.3
Hardware	+ 3.4	+ 1.7	+ 3.4	+ 3.5	+ 5.0	+10.3	+ 9.3	+ 5.7
Lumber & Building Material	+ 6.2	+ 3.1	+ 1.7	+ 5.7	+13.9	+ 6.3	+14.4	+ 7.6
Furniture	+ 0.4	+ 0.4	+ 2.6	+ 4.1	+ 2.6	+ 5.9	+ 9.0	+11.0
Appliance and Radio	+ 5.9	+36.4	+ 3.4	+ 6.0	+ 4.6	+ 1.4	+ 8.0	+ 1.2
Restaurant	+ 3.8	+ 1.3	+ 4.2	+ 1.8	+ 6.7	+ 6.9	+15.1	+ 2.5
Coal and Wood	+ 5.7	+15.2	+10.5	+ 6.3	+ 6.0	+ 5.0	+ 2.1	+17.0
Drug	+ 3.5	+ 1.1	+ 2.7	+ 3.3	+ 5.0	+10.8	+ 4.9	+ 1.4
Jewellery (c)	+ 6.4	+ 8.9	+ 0.9	+ 7.1	+17.2	+29.0	+ 2.6	+ 9.0
Tobacco	+ 3.6	+ 3.4	+ 5.7	+ 3.4	+ 2.6	+ 2.6	+10.9	+ 3.0
All Others	+ 7.0	+ 4.4	+ 1.4	+ 5.8	+10.3	+22.7	+19.4	+ 5.5

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

SEPTEMBER, 1949

(Revised)

(in thousands of dollars)

Kind of Business or Store	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	684,670	47,700	153,780	266,290	45,810	52,920	52,640	65,550
Grocery and Combination	110,240	9,430	31,990	44,100	4,980	4,820	5,940	8,990
Meat	14,640	440	4,250	5,330	740	880	1,140	1,860
Country General	40,620	4,410	8,150	7,430	3,400	7,560	5,810	3,870
Department	76,150	5,600	12,200	27,920	11,370	4,770	5,070	9,230
Variety	13,120	1,350	3,920	5,960	370	380	570	570
Motor Vehicle	80,670	5,740	18,780	29,510	4,560	7,790	7,510	6,790
Garage and Filling Station	40,080	3,080	8,440	16,100	2,980	3,730	2,770	2,980
Men's Clothing	12,880	710	2,710	6,360	550	510	740	1,300
Family Clothing	11,870	1,130	4,030	4,080	500	720	560	840
Women's Clothing	12,600	560	2,510	5,980	670	550	800	1,540
Shoe	7,910	530	2,190	3,710	280	180	300	720
Hardware	15,310	970	3,410	5,040	1,100	1,440	1,830	1,540
Lumber and Building Material	22,890	790	2,130	8,850	2,640	3,220	3,570	1,690
Furniture	11,760	760	3,330	5,170	180	250	860	1,190
Appliance and Radio	8,390	430	1,830	4,250	460	(b)	430	690
Restaurant	25,420	850	3,810	11,700	1,650	1,700	2,390	3,310
Coal and Wood	19,280	1,220	3,850	10,610	1,500	930	120	1,060
Drug	15,510	1,150	2,640	7,110	1,110	940	1,060	1,500
Jewellery (c)	5,620	360	1,310	2,270	410	220	340	710
Tobacco	8,370	330	2,290	4,270	170	190	370	740
All Others	131,340	7,860	30,010	50,540	6,190	11,840	10,460	14,430

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE -- BY PROVINCES AND KINDS OF BUSINESS

OCTOBER, 1949

(in thousands of dollars)

Kind of Business or Store	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	696,360	48,220	154,670	268,700	46,800	54,970	55,410	67,510
Grocery and Combination	110,010	9,410	32,200	43,500	5,000	4,600	5,830	9,460
Meat	15,820	430	4,480	5,790	730	860	1,340	2,200
Country General	42,120	4,430	9,720	7,350	3,120	7,610	6,080	3,800
Department	82,940	5,860	12,520	29,680	12,980	5,200	6,300	10,390
Variety	14,370	1,490	4,270	6,430	400	470	680	640
Motor Vehicle	75,470	5,680	16,400	27,770	4,370	6,740	8,510	5,990
Garage & Filling Station	39,710	3,030	7,770	16,360	2,730	3,520	2,740	3,560
Men's Clothing	14,190	780	2,980	6,880	450	720	950	1,420
Family Clothing	13,830	1,280	4,800	4,320	620	1,200	730	880
Women's Clothing	13,940	630	2,530	6,390	740	840	1,060	1,750
Shoe	7,440	510	1,920	3,560	270	190	310	670
Hardware	16,420	990	3,670	5,260	1,460	1,660	1,870	1,510
Lumber & Building Material	23,650	660	2,180	8,880	2,640	3,860	3,750	1,670
Furniture	12,540	780	3,340	5,450	170	310	960	1,540
Appliance and Radio	9,210	400	2,180	4,600	490	(b)	470	740
Restaurant	24,430	780	3,540	11,600	(b)	1,630	2,370	2,810
Coal and Wood	17,930	1,290	3,090	9,390	1,550	(b)	210	1,080
Drug	15,550	1,180	2,720	6,940	1,110	940	1,120	1,540
Jewellery (c)	5,720	320	1,220	2,500	400	230	360	690
Tobacco	8,930	270	2,550	4,610	170	190	370	760
All Others	132,140	8,020	30,590	51,440	5,710	12,550	9,400	14,410

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES

October, 1948 and October, 1949

These figures are estimates of total department store sales and inventories.
Inventories are at selling value.

Department	SALES			INVENTORIES [*]		
	October 1948	October 1949	% Change, 1949/1948	Sept. 30, 1948	Sept. 30, 1949	% Change, 1949/1948
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, ALL DEPARTMENTS	82,307	82,938	+ 0.8	180,986	201,082	+11.1
1. Women's dresses, coats, and suits	11,417	11,078	- 3.0	18,227	22,638	+24.2
2. Girls' and Infants' wear	4,067	4,390	+ 7.9	6,754	8,563	+26.8
3. Hosiery and gloves	2,980	2,854	- 4.2	5,922	5,420	- 8.5
4. Lingerie and corsets ...	3,158	3,215	+ 1.8	7,428	8,247	+11.0
5. Millinery	992	986	- 0.6	829	933	+12.5
6. Women's and children's apparel - (Total, 1-5).	22,614	22,523	- 0.4	39,160	45,801	+17.0
7. Men's and boys' clothing and furnishings	11,073	10,638	- 3.9	24,285	27,010	+11.2
8. Drugs, toilet articles, and preparations	1,460	1,499	+ 2.7	4,371	4,321	- 1.1
9. Piece goods	5,987	5,882	- 1.8	15,377	17,270	+12.3
10. Smallwares	2,612	2,561	- 2.0	7,923	7,722	- 2.5
11. Food and kindred products	5,884	4,928	-16.2	5,345	3,375	-36.9
12. Furniture (including mat- tresses and springs)...	4,742	5,304	+11.9	9,620	11,659	+21.2
13. Home furnishings	5,797	5,981	+ 3.2	20,800	22,961	+10.4
14. Household appliances and electrical supplies ...	3,186	3,948	+23.9	5,394	5,990	+11.0
15. Hardware and kitchen utensils	2,986	3,105	+ 4.0	7,960	8,014	+ 0.7
16. Radios, musical instru- ments and supplies	1,439	1,404	- 2.4	3,086	4,109	+33.1
17. Shoes and other footwear	5,568	5,655	+ 1.6	14,724	17,241	+17.1
18. Stationery, books, and magazines	1,073	1,095	+ 2.1	3,745	3,754	+ 0.2
19. All other departments, total	7,886	8,415	+ 6.7	19,196	21,855	+13.9

* Comparisons are based on inventories at the beginning of October in the two years.
Canada totals do not include Newfoundland figures.

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 4% higher in October, 1949, than in October, 1948. Total sales were estimated to be \$38,414,000 in October this year and \$36,860,800 in the same month of 1948.

Chain Food Store Sales in October, 1948 and 1949

Region	Estimated Sales		% Change, October, 1949 October, 1948
	October, 1948	October, 1949	
	\$	\$	%
CANADA	36,860,800	38,414,000	+ 4.2
Maritime Provinces...	1,359,100	1,337,400	- 1.6
Quebec	6,856,900	7,014,600	+ 2.3
Ontario	20,252,100	21,087,300	+ 4.1
Prairie Provinces ...	4,676,900	4,956,000	+ 6.0
British Columbia	3,715,800	4,018,700	+ 8.2

Independent Stores

A decrease of 2% occurred in sales of independent food stores in October. Sales were up 4% in Alberta, 1% in Manitoba and Saskatchewan. Lower sales were shown by other provinces for October, 1949, compared with October, 1948.

Independent Food Store Sales in October, 1948 and 1949

Region	Estimated Sales		% Change, October, 1949 October, 1948
	October, 1948	October, 1949	
	\$	\$	%
CANADA	72,836,600	71,592,400	- 1.7
Maritime Provinces ..	8,104,000	8,071,600	- 0.4
Quebec	25,596,100	25,186,600	- 1.6
Ontario	22,418,800	22,411,800	- 4.3
Manitoba	3,115,500	3,134,200	+ 0.6
Saskatchewan	3,218,200	3,260,000	+ 1.3
Alberta	3,938,100	4,087,700	+ 3.8
British Columbia	5,445,900	5,440,500	- 0.1

63-005



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

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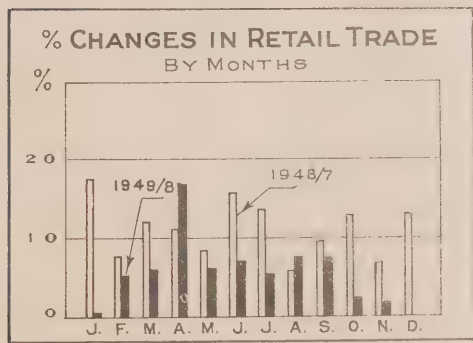
RETAIL TRADE _____ NOVEMBER 1949

Canada's retail trade in November totalled \$661 millions, a modest 2% above the November, 1948 total of \$650 millions, but down 5% from the October, 1949 total of \$697 millions. Evidence of the moderation apparent in the previous month was continued in November. Dollar sales in the first eleven months of 1949 were 6% higher than in the corresponding period of 1948. There was the same number of shopping days and Saturdays in November of both years.

Twelve trades reported increases and nine, decreases in November. With few exceptions, these percentage changes fell within a narrow margin of the overall increase of 2% for all trades. Largest increases were those of 15% for coal and wood yards, 12% for shoe stores and 9% for garages and filling stations.

The sharpest reversal occurred in the case of motor vehicle dealers. Their November sales were practically unchanged from the previous year, a result which contrasted with the large gains recorded throughout the earlier part of 1949. The explanation lies in the fact that shipments to dealers fell off during November as a result partially of strikes affecting motor vehicle production and the slowing of production in some plants as a result of assembly-line changeover.

November's retail trade increases by provinces were all fairly close to the 2% increase for Canada as a whole. This was a result which contrasted with the rather widely varying trend in recent months. Four provinces recorded increases, ranging from Manitoba's 1% to Ontario's 4%. The other three provinces showed decreases, the largest being 3% for the Maritimes. Manitoba, Saskatchewan and Alberta recorded increases of 11%, 13% and 13% respectively in the January-to-November, 1949 period over the same 11 months of 1948. These were in all cases much higher than the gains shown by November results. British Columbia's 1% decrease in November also represented a decline compared with the 5% increase for the first eleven months of 1949. On the other hand, the Maritimes recorded a 3% decrease in November and a 2% increase in the January-to-November period. Quebec and Ontario sales in November showed little change from the increases reported in the first eleven months of this year.



crease in the January-to-November period. Quebec and Ontario sales in November showed little change from the increases reported in the first eleven months of this year.

Department store sales and inventories are compared on Page 8. The selling value of inventories at the beginning of November was 14% higher against an increase of 4% in sales for November. Stocks for most lines of wearing apparel were considerably higher. Women's and children's apparel, shoe, furniture, appliance, radio, and music department inventories were all up 20% or more over the corresponding value a year ago. Food department inventories showed the only extensive decrease (30%), this being mainly accounted for by the curtailment of food departments by certain of the larger departmental firms.

Retail food store sales are reviewed on Page 9. There was a 10% increase in the case of chain retailers. Independent food merchants' sales declined 1% in November.

The chart on Page 3 shows trends from 1947 onwards for furniture, appliance and automotive trades.

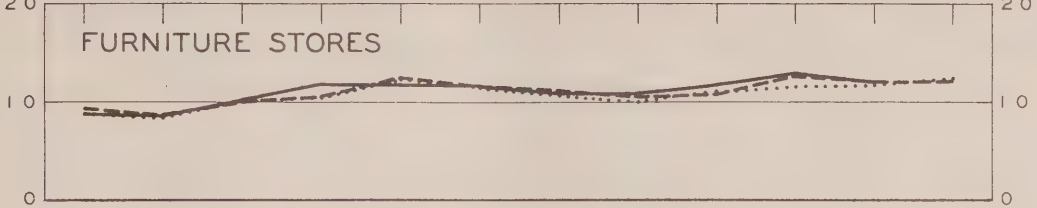
Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES FURNITURE—APPLIANCE—AUTOMOTIVE TRADES

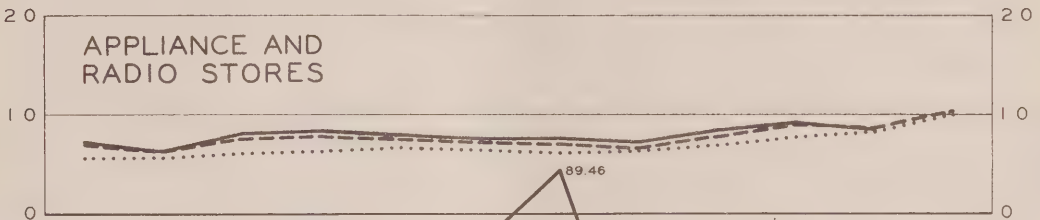
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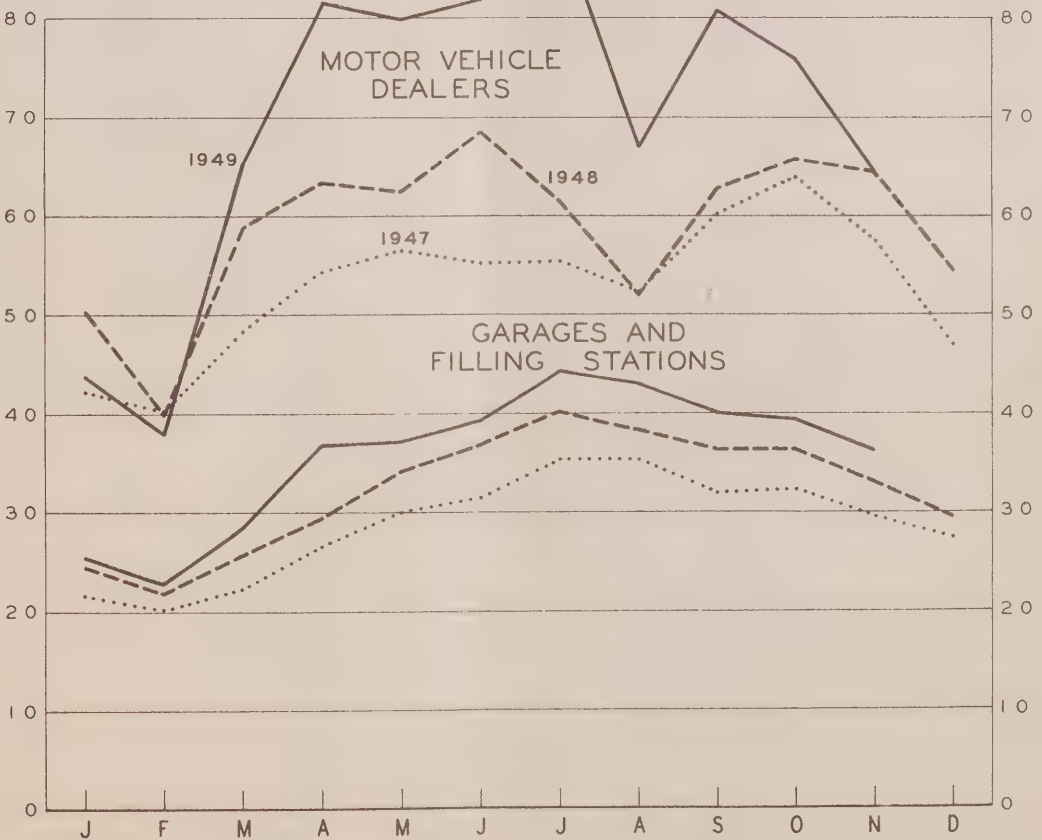
FURNITURE STORES



APPLIANCE AND RADIO STORES



MOTOR VEHICLE DEALERS



GARAGES AND FILLING STATIONS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November, 1949 Over November, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 1.7	- 3.2	+ 2.4	+ 3.9	+ 1.1	+ 2.1	- 2.5	- 1.1
Grocery and Combination ...	+ 2.5	- 6.7	+ 2.7	+ 3.9	+ 7.3	+ 6.6	+ 4.3	+ 0.3
Meat	+ 1.5	- 5.1	+ 2.9	+ 4.4	- 6.8	- 6.2	+ 6.2	- 5.9
Country General	- 4.1	- 7.1	- 3.3	- 2.1	- 4.6	- 1.3	- 9.2	- 3.2
Department	+ 3.8	+10.1	+ 6.3	+ 9.1	+ 0.6	- 8.1	- 7.5	- 4.7
Variety	+ 3.7	+ 2.6	+ 7.5	+ 5.0	- 2.3	- 2.1	- 5.5	-11.1
Motor Vehicle	+ 0.2	-13.8	- 3.1	+ 2.2	-12.4	- 4.8	+ 2.8	+21.2
Garage and Filling Station ..	+ 9.1	- 2.9	+ 2.5	+13.0	(b)	+ 4.7	- 3.7	+14.1
Men's Clothing	- 4.5	- 6.5	- 0.3	- 0.8	+ 4.9	-11.3	-15.4	-28.6
Family Clothing	- 2.8	- 0.7	+ 5.8	+ 0.6	-22.2	-22.4	-21.0	-22.5
Women's Clothing	- 8.5	- 1.5	- 6.0	- 6.6	- 4.2	-17.5	-23.6	-12.8
Shoe	+12.4	- 2.1	+24.9	+17.0	-12.0	-22.2	(a)	-18.1
Hardware	- 3.6	- 8.8	+ 0.9	- 4.4	- 7.7	+ 6.1	+ 0.6	-16.9
Lumber and Building Material ..	- 2.9	-18.4	- 6.5	- 1.4	+ 8.3	+10.4	-13.7	- 8.1
Furniture	- 0.1	- 1.4	- 5.4	+ 3.5	(a)	+ 3.6	+ 3.4	- 4.3
Appliance and Radio	- 1.3	- 2.6	-10.2	+ 5.8	+11.9	(b)	-21.7	- 9.6
Restaurant	- 0.5	+ 6.0	- 1.4	- 1.6	+ 2.4	+ 3.7	+ 8.2	- 8.0
Coal and Wood	+14.6	+ 1.9	+29.3	+20.2	+ 0.7	- 1.0	- 7.7	- 7.3
Drug	+ 1.1	(a)	+ 0.8	(a)	+ 1.0	+ 2.4	+ 1.0	+ 7.4
Jewellery (c)	+ 2.4	(a)	+10.2	- 1.6	+ 7.7	+ 8.7	(a)	+ 4.5
Tobacco	+ 4.0	(a)	+10.2	+ 2.0	(a)	- 5.0	+ 7.9	- 2.7
All Others	+ 2.5	- 3.6	+ 2.0	+ 2.1	+ 0.4	+17.5	+ 2.5	+ 1.5

(a) Unchanged

(b) Not available

(c) Sales upon which comparisons

are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-Nov., 1949 Over Jan.-Nov., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 6.1	+ 2.0	+ 3.4	+ 5.6	-10.8	+12.8	+12.8	+ 5.2
Grocery and Combination	+ 5.8	- 0.9	+ 5.0	+ 6.6	+ 8.7	+ 9.5	+12.9	+ 5.3
Meat	+ 6.1	+ 1.1	+ 7.9	+ 5.4	+15.0	+ 3.2	+15.6	- 0.3
Country General	- 0.4	- 3.5	- 3.7	- 2.2	+ 2.2	+ 3.4	+ 2.5	+ 3.8
Department	+ 7.0	+10.1	+ 5.1	+ 6.0	+ 9.0	+ 7.5	+10.7	+ 5.9
Variety	+ 5.9	+ 4.9	+ 4.6	+ 7.5	- 0.5	+ 2.3	+15.0	- 0.9
Motor Vehicle	+17.7	+ 7.0	+13.5	+15.9	+29.2	+25.5	+25.1	+23.9
Garage and Filling Station..	+10.3	+ 4.9	+ 4.6	+ 8.3	+20.8	+22.5	+13.9	+17.8
Men's Clothing	- 1.0	- 4.1	- 3.3	- 1.8	(b)	+ 2.7	+ 1.2	- 5.7
Family Clothing	- 1.5	- 1.5	- 3.4	+ 1.6	- 6.5	- 3.6	+ 2.4	- 3.5
Women's Clothing	+ 1.2	- 0.6	- 2.3	+ 1.8	+16.0	+10.4	+ 3.2	- 3.4
Shoe	+ 3.5	+ 0.6	+ 9.0	+ 2.7	+ 3.9	+ 7.6	+14.9	-12.7
Hardware	+ 2.7	- 2.4	+ 3.1	+ 2.7	+ 3.6	+ 9.9	+ 8.3	- 6.9
Lumber & Building Material .	+ 5.2	+ 1.0	+ 0.9	+ 5.0	+13.2	+ 6.8	+10.9	- 7.7
Furniture	+ 0.7	- 1.1	- 1.7	+ 4.1	+ 2.9	+ 5.6	+ 8.3	-10.4
Appliance and Radio	+ 5.2	+32.0	+ 1.2	+ 6.3	+ 5.6	+ 2.1	+ 4.9	+ 0.4
Restaurant	+ 3.4	- 0.6	+ 3.7	+ 1.2	+ 6.3	+ 6.6	+14.5	+ 1.7
Coal and Wood	- 3.7	-13.3	- 7.1	- 4.0	+ 5.4	- 4.5	- 2.9	+14.0
Drug	+ 3.3	+ 1.0	+ 2.6	+ 3.0	+ 4.6	+10.0	+ 4.5	+ 2.1
Jewellery (c)	+ 6.0	+ 7.9	+ 0.1	+ 6.1	+16.1	+26.4	+ 2.3	+ 8.5
Tobacco	+ 3.6	+ 3.1	+ 6.2	+ 3.3	+ 2.3	- 2.8	+10.6	- 3.0
All Others	+ 6.5	+ 3.6	+ 1.4	+ 5.4	+ 9.4	+22.4	+17.8	+ 5.1

(a) Unchanged (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

October, 1949 (Revised)

(In Thousands of Dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	697,260	48,220	155,010	269,220	47,090	54,900	55,160	67,650
Grocery and Combination	109,900	9,460	32,180	43,340	5,010	4,610	5,830	9,490
Meat	15,940	440	4,510	5,820	730	880	1,340	2,210
Country General	42,290	4,500	9,760	7,380	3,120	7,630	6,090	3,810
Department	82,940	5,830	12,520	29,680	12,980	5,200	6,300	10,390
Variety	14,370	1,490	4,270	6,430	400	470	680	640
Motor Vehicle	75,900	5,560	16,500	29,440	4,650	6,600	8,070	6,090
Garage and Filling Station	39,520	3,030	7,760	16,150	2,710	3,490	2,810	3,580
Men's Clothing	14,490	790	3,170	6,960	450	720	990	1,410
Family Clothing	13,960	1,320	4,820	4,450	620	1,210	720	830
Women's Clothing	13,820	640	2,490	5,370	740	770	1,060	1,750
Shoe	7,510	510	1,920	3,560	270	190	360	680
Hardware	16,420	990	3,670	5,260	1,450	1,660	1,870	1,510
Lumber and Building Material	23,660	680	2,170	8,930	2,620	3,870	3,720	1,670
Furniture	12,920	730	3,730	5,480	180	310	960	1,530
Appliance and Radio	9,270	410	2,000	4,730	500	(b)	490	770
Restaurant	24,230	790	3,550	11,340	(b)	1,630	2,380	2,850
Coal and Wood	17,930	1,290	3,090	9,390	1,550	(b)	210	1,080
Drug	15,630	1,180	2,740	6,980	1,110	940	1,120	1,570
Jewellery (c)	5,720	320	1,220	2,500	400	230	360	690
Tobacco	8,930	270	2,550	4,610	170	190	370	760
All Others	131,910	7,960	30,390	51,420	5,730	12,620	9,430	14,340

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

NOVEMBER - 1949

(In Thousands of Dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	661,340	45,810	153,120	262,850	44,010	42,260	49,780	63,460
Grocery and Combination	104,920	8,490	30,760	42,000	4,850	4,220	5,530	9,070
Meat	14,770	370	4,330	5,650	550	750	1,200	1,910
Country General	37,580	4,330	8,740	7,330	2,930	6,010	4,950	3,280
Department	93,050	7,280	14,900	37,130	13,590	4,410	5,440	10,300
Variety	14,760	1,580	4,160	6,780	420	470	690	640
Motor Vehicle	64,560	4,000	13,450	24,470	3,520	4,790	7,590	6,740
Garage and Filling Station ..	36,180	2,330	7,420	15,570	(b)	2,660	2,100	3,080
Men's Clothing	15,490	870	3,680	7,710	850	550	770	1,050
Family Clothing	14,790	1,440	5,680	4,950	560	830	640	690
Women's Clothing	13,010	670	2,640	6,260	690	470	840	1,430
Shoe	8,360	470	2,810	3,850	220	140	280	590
Hardware	14,710	980	3,330	5,000	960	1,390	1,770	1,330
Lumber and Building Material.	19,920	620	1,730	7,910	1,950	2,980	3,150	1,580
Furniture	12,080	730	2,960	5,650	180	290	920	1,350
Appliance and Radio	8,510	380	1,940	4,390	470	(b)	360	750
Restaurant	21,750	880	3,630	9,670	1,260	1,410	2,370	2,530
Coal and Wood	18,180	1,580	3,710	9,300	1,390	950	240	1,020
Drug	14,740	1,110	2,520	6,650	1,020	840	1,020	1,590
Jewellery (c)	6,020	350	1,410	2,530	420	250	380	690
Tobacco	8,280	230	2,590	3,990	160	190	410	710
All Others	119,680	7,170	30,730	46,060	5,000	8,460	9,130	13,130

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND INVENTORIES
November, 1948 and November, 1949

These figures are estimates of total department store sales and inventories.
 Inventories are at selling value.

Department	SALES			INVENTORIES [*]		
	November 1948	November 1949	% Change 1949/48	Oct. 31, 1948	Oct. 31, 1949	% Change 1949/48
	(\$'000)	(\$'000)	%	(\$'000)	(\$'000)	%
TOTAL, ALL DEPARTMENTS	89,664	93,045	+ 3.8	186,366	211,874	+13.7
1. Women's dresses, coats, and suits	11,460	11,490	+ 0.3	18,190	22,387	+23.1
2. Girls' and infants' wear	3,706	4,333	+16.3	6,332	8,357	+32.0
3. Hosiery and gloves	3,309	3,374	+ 2.0	6,015	5,958	- 0.9
4. Lingerie and corsets ...	3,251	3,535	+ 8.7	7,566	8,918	+17.9
5. Millinery	804	842	+ 4.7	896	1,048	+17.0
6. Women's and children's apparel - (Total, 1-5)	22,530	23,574	+ 4.6	38,999	46,668	+19.7
7. Men's and boys' clothing and furnishings	11,000	11,686	+ 6.2	24,000	27,153	+13.1
8. Drugs, toilet articles, and preparations	1,960	1,970	+ 0.5	5,027	5,345	+ 6.3
9. Piece goods	5,601	5,595	- 0.1	15,235	16,883	+10.8
10. Smallwares	3,142	3,071	- 2.3	8,551	8,353	- 2.3
11. Food & kindred products	6,495	5,325	-18.0	5,392	3,778	-29.9
12. Furniture (including mattresses and springs	4,595	4,707	+ 2.4	9,486	12,017	+26.7
13. Home furnishings	6,177	6,453	+ 4.5	21,381	23,337	+ 9.1
14. Household appliances & electrical supplies ...	3,301	3,885	+17.7	5,386	6,646	+23.4
15. Hardware and kitchen utensils	3,008	3,070	+ 2.1	8,405	8,497	+ 1.1
16. Radios, musical instru- ments and supplies ...	1,618	1,604	- 0.9	3,183	4,112	+29.2
17. Shoes and other footwear	6,219	6,792	+ 9.2	15,132	18,089	+19.5
18. Stationery, books, and magazines	1,907	1,933	+ 1.4	4,490	4,772	+ 6.3
19. All other departments, total	12,111	13,380	+10.5	21,699	26,224	+20.9

* Comparisons are based on inventories at the beginning of November in the two years.
 Canada totals do not include Newfoundland figures.

Chain Stores

Sales of chain grocery and combination stores were 10% higher in November, 1949, than in November, 1948. Total sales were estimated to be \$37,712,400 in November this year and \$34,418,300 in the same month of 1948.

Chain Food Store Sales in November, 1948 and 1949

Region	Estimated Sales		% Change, November, 1949 November, 1948
	November, 1948	November, 1949	
	\$	\$	%
CANADA	34,418,300	37,712,400	+ 9.6
Maritime Provinces ...	1,263,800	1,280,200	+ 1.3
Quebec	6,378,500	6,997,200	+ 9.7
Ontario	18,873,900	20,807,600	+10.2
Prairie Provinces	4,285,800	4,857,000	+13.3
British Columbia	3,616,300	3,770,400	+ 4.3

Independent Stores

Independent food merchants' sales declined 1% in November. Maritime sales were down 8%, while in Saskatchewan and Manitoba sales were up 4% and 5% respectively. Other provinces recorded little variation from November, 1948 sales.

Independent Food Store Sales in November, 1948 and 1949

Region	Estimated Sales		% Change, November, 1949 November, 1948
	November, 1948	November, 1949	
	\$	\$	%
CANADA	67,898,900	67,207,200	- 1.0
Maritime Provinces	7,836,800	7,209,900	- 8.0
Quebec	23,575,500	23,764,100	+ 0.8
Ontario	21,558,600	21,192,100	- 1.7
Manitoba	2,905,400	3,050,700	+ 5.0
Saskatchewan	2,801,800	2,899,900	+ 3.5
Alberta	3,792,600	3,792,600	(a)
British Columbia	5,428,200	5,297,900	- 2.4

(a) Unchanged

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DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
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RETAIL TRADE _____ DECEMBER 1949

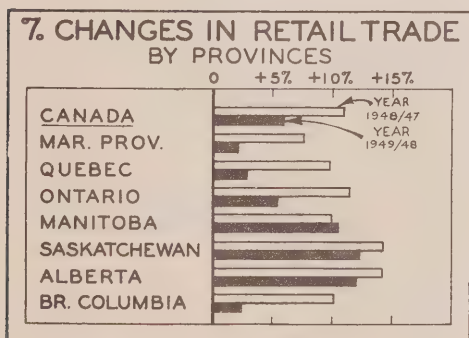
More dollars were spent in Canada's retail stores in December, 1949 than in any previous month. Total retail trade amounted to \$791,420,000, 3% higher than the previous all-time record of \$770,450,000 in December, 1948.

Last year saw a new peak established in annual volume of retail sales also. A preliminary estimate of \$7,695,340,000 was 6% above the 1948 total of \$7,276,720,000. Sales were higher in all months of 1949 compared with 1948, although the rate of increase moderated slightly during the last few months of the year.

Christmas buying, always an important influence on December sales, was as active in 1949 as in the preceding year. Apparel stores, customarily popular gift centres, did a flourishing Christmas trade, although sales fell slightly short of those in December, 1948. Decreases in the three types of clothing stores were as follows: men's wear stores, 4%; women's wear stores, 5%; and family clothing stores, 7%. Merchants of durable goods ended the year with substantial December sales increases. Appliance and radio stores showed a gain of 23% in sales, while furniture and jewellery stores marked up advances of 7% and 6% respectively. In most other trades, results for December were close to the average gain in total retail trade (3%).

Sales in 1949 exceeded 1948 volume for 16 of the 20 individual trades covered in the series. In the four cases where decreases occurred, namely country general stores, men's clothing stores, family clothing stores, and coal and wood dealers, they were quite moderate and represented no real diminution from the previous year's level. Apart from the 17% increase for motor vehicle dealers and a 10% gain for garages and filling stations, the increases enjoyed by the majority of trades were of moderate proportions.

All provinces reported higher sales in 1949 compared with 1948. The Prairie Provinces profited from increased cash farm income and industrial expansion brought about by the extension of oil developments. In other provinces, sales were from 2% to 5% higher. December changes in sales showed a 1% decrease for Quebec and moderate increases elsewhere.



Department store sales for December and for the full years of 1948 and 1949 are compared in tables on Pages 9 and 10. Stock comparisons for December are also shown on Page 9. The cumulative results reveal that largest sales gains were those for women's apparel departments (except hosiery), furniture and household appliances. December, 1949, increases did not differ greatly from the pattern for the full year except the music department which reported a December gain of 12% as compared with a cumulative annual gain of only 7%. Inventories were 11% higher at the beginning of December, 1949, from the same date of the preceding year. Household appliance and radio and music departments reported stocks more than 20% above the corresponding value a year earlier.

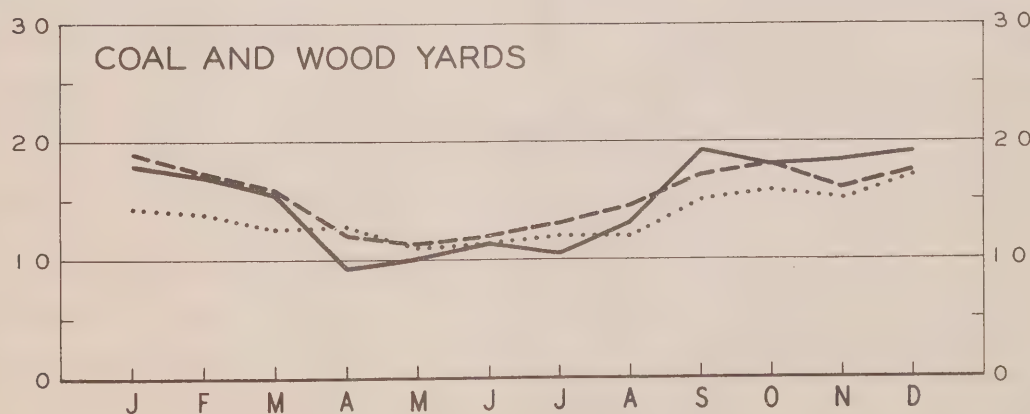
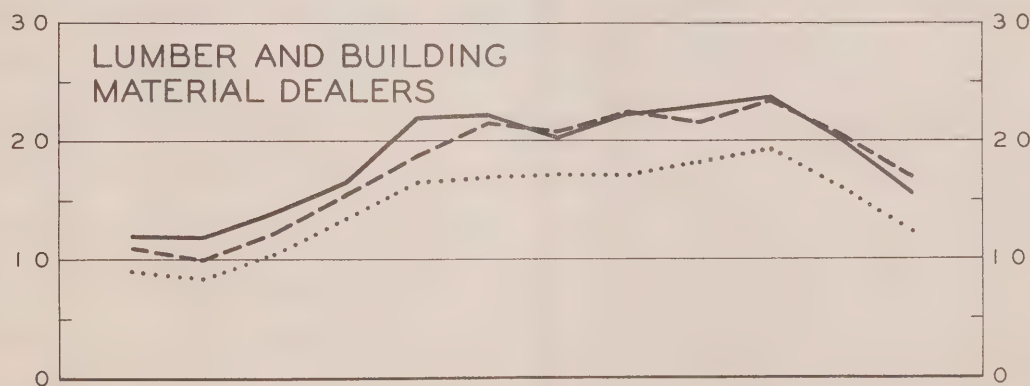
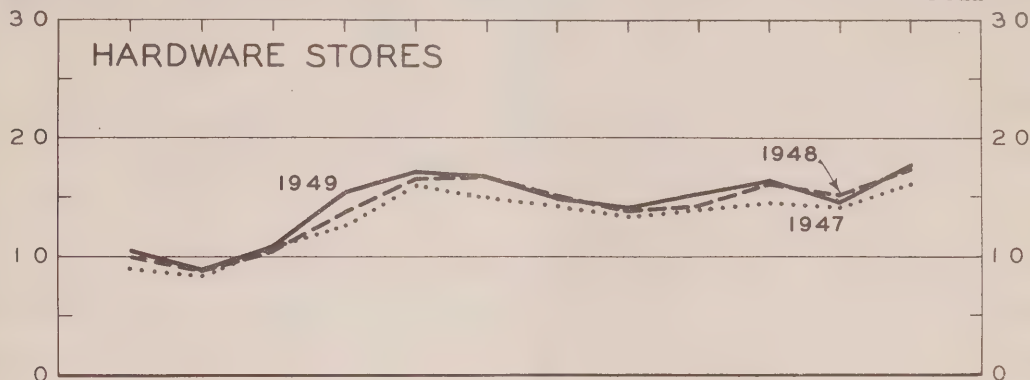
Retail food trade sales for December, 1949, shown on Page 11, increased 17% in the case of chain retailers, while independent food merchants showed an increase of only 1%.

The chart on Page 3 shows trends from 1947 onwards for the hardware, building material, and fuel trades.

Figures for Newfoundland, the Yukon, and Northwest Territories are not included in the published results.

MONTHLY SALES

HARDWARE-BUILDING MTLs,-FUEL

MILLION
DOLLARSMILLION
DOLLARS

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business
 (Without Adjustment for Price Changes)
December, 1949 Over December, 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 2.7	+ 1.7	- 1.4	+ 3.0	+ 8.2	+ 8.0	+ 4.5	+ 4.3
Grocery & Combination	+ 5.9	+ 3.4	+ 2.5	+ 7.0	+ 8.4	+23.0	+ 9.8	+ 5.3
Meat	+ 0.2	- 6.4	- 3.8	(a)	+ 8.5	+ 1.3	+ 9.0	+ 3.2
Country General	- 1.7	-10.8	- 5.9	- 2.3	- 1.2	+ 8.9	+ 1.0	+ 0.5
Department	+ 4.5	+ 5.3	- 3.5	+ 2.0	+10.9	+ 9.5	+ 9.7	+11.2
Variety	+ 6.9	+ 2.5	+ 3.5	+12.1	+ 2.7	+ 5.3	+ 3.9	- 4.6
Motor Vehicle	+ 4.6	+ 7.7	-15.6	+13.8	+15.6	- 7.2	+ 3.3	+ 5.5
Garage & Filling Station ...	+ 9.9	+10.6	+18.8	+ 7.5	- 6.7	+10.0	- 5.1	+24.8
Men's Clothing	- 4.1	- 4.8	-12.7	- 3.2	+25.7	+ 5.9	- 2.5	- 3.7
Family Clothing	- 7.4	- 8.0	-12.4	- 4.8	(a)	+ 8.7	+ 3.6	-14.6
Women's Clothing	- 4.5	(a)	- 9.4	- 6.6	- 8.5	+ 2.0	+ 6.3	+ 5.4
Shoe	- 7.9	- 4.5	-11.8	- 9.1	+12.0	+12.5	+17.1	- 5.5
Hardware	+ 1.7	- 5.0	- 2.8	+ 8.5	+ 3.5	+ 7.7	- 8.0	- 2.6
Lumber & Building Material .	- 8.3	+ 1.9	-13.1	-22.7	+17.6	+17.6	+11.7	+ 9.2
Furniture	+ 7.1	+ 8.1	- 3.4	+12.5	+10.0	+ 4.0	+ 3.8	+ 2.6
Appliance & Radio	+22.5	+17.4	+11.2	+28.0	+10.2	(b)	- 1.9	+28.1
Restaurant	+ 0.6	+ 1.0	- 4.1	+ 5.3	+ 4.3	+ 8.5	- 7.3	- 6.2
Coal & Wood	+ 8.1	+12.2	+18.7	+ 5.7	+13.2	+21.0	- 3.8	-17.4
Drug	+ 0.7	(a)	+ 2.0	+ 0.6	(a)	+ 5.3	- 1.3	- 0.9
Jewellery (c)	+ 6.0	+ 5.6	- 1.7	+ 7.2	+ 7.7	+37.5	+ 7.6	+ 8.2
Tobacco	+ 0.2	-17.4	+ 5.4	- 1.7	- 3.8	- 7.1	+18.3	- 7.4
All Others	+ 1.5	+ 2.9	+ 0.1	+ 0.2	+10.0	- 0.1	+ 7.7	+ 3.1

(a) Unchanged.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

Jan.-to-Dec., 1949 Over Jan.-to-Dec., 1948

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 5.8	+ 2.1	+ 2.9	+ 5.4	+10.5	+12.4	+12.0	+ 5.0
Grocery & Combination	+ 5.9	- 0.2	+ 4.7	+ 6.6	+ 8.6	+10.7	+12.6	+ 5.3
Meat	+ 5.5	+ 0.4	+ 6.6	+ 4.7	+14.5	+ 3.2	+14.6	+ 0.1
Country General	- 0.5	- 4.1	- 4.0	- 2.2	+ 1.8	+ 4.0	+ 2.3	+ 3.4
Department	+ 6.6	+ 9.5	+ 3.8	+ 5.4	+ 9.3	+ 7.7	+10.6	+ 6.6
Variety	+ 6.1	+ 4.5	+ 4.4	+ 8.4	(a)	+ 2.7	+13.0	- 1.7
Motor Vehicle	+16.7	+ 7.1	+11.4	+15.9	+28.1	+23.3	+23.1	+22.0
Garage & Filling Station ...	+10.4	+ 5.5	+ 5.8	+ 8.4	+18.6	+22.7	+12.2	+17.7
Men's Clothing	- 1.4	- 4.2	- 4.4	- 1.9	(b)	+ 2.9	+ 0.7	- 5.3
Family Clothing	- 2.2	- 2.3	- 4.4	+ 0.6	- 5.4	- 2.2	+ 2.4	- 4.5
Women's Clothing	+ 0.7	- 0.5	- 2.4	+ 0.7	+13.2	+ 9.7	+ 3.5	- 2.2
Shoe	+ 2.0	- 0.2	+ 5.9	+ 1.0	+ 4.7	+ 8.0	+15.2	-12.0
Hardware	+ 2.5	- 2.7	+ 2.6	+ 3.3	+ 3.5	+ 9.5	+ 6.0	- 6.3
Lumber & Building Material .	+ 4.3	+ 1.4	+ 0.2	+ 2.4	+13.5	+ 7.4	+10.9	- 6.5
Furniture	+ 1.9	- 0.3	- 0.3	+ 5.5	+ 3.6	+ 5.4	+ 8.0	- 9.1
Appliance & Radio	+ 7.5	+30.1	+ 2.3	+ 9.1	+ 6.5	(b)	+ 6.4	+ 4.5
Restaurant	+ 3.2	- 0.5	+ 2.8	+ 1.7	+ 5.9	+ 6.9	+12.5	+ 1.2
Coal & Wood	- 2.6	-10.0	- 4.7	- 3.1	+ 6.2	- 1.7	- 3.0	+ 9.4
Drug	+ 3.0	+ 0.9	+ 2.6	+ 2.8	+ 4.1	+ 9.4	+ 3.8	+ 1.6
Jewellery (c)	+ 6.5	+ 8.1	- 0.1	+ 7.0	+14.8	+29.5	+ 3.6	+ 8.8
Tobacco	+ 3.2	+ 0.3	+ 6.1	+ 2.7	+ 1.5	- 3.3	+11.8	- 3.4
All Others	+ 6.0	+ 3.5	+ 1.3	+ 4.8	+ 9.4	+20.5	+16.6	+ 4.8

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

NOVEMBER, 1949
(Revised)

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	664,130	46,380	153,680	284,420	44,040	42,660	49,760	53,170
Grocery & Combination	109,150	8,750	30,870	42,060	4,830	4,860	5,530	9,050
Meat	14,700	370	4,310	5,580	560	770	1,180	1,920
Country General	37,660	4,410	8,710	7,360	2,320	6,080	4,960	3,240
Department	92,970	7,280	14,900	37,060	13,690	4,410	5,440	10,290
Variety	14,790	1,600	4,150	6,800	420	470	700	640
Motor Vehicle	64,560	3,990	13,110	24,720	3,530	4,360	7,750	6,530
Garage & Filling Station	36,750	2,390	7,420	15,940	(b)	3,000	2,390	2,890
Men's Clothing	15,560	870	3,680	7,760	850	540	770	1,080
Family Clothing	14,960	1,460	5,800	4,920	580	830	630	740
Women's Clothing	13,290	670	2,930	6,230	690	470	840	1,460
Shoe	8,350	470	2,790	3,850	220	140	280	590
Hardware	14,630	930	3,330	5,000	950	1,370	1,700	1,350
Lumber & Building Material	20,130	640	1,810	8,000	1,950	2,980	3,150	1,590
Furniture	12,900	730	3,510	5,910	180	290	930	1,350
Appliance & Radio	8,850	380	1,940	4,510	490	(b)	460	840
Restaurant	21,910	880	3,590	9,840	1,230	1,430	2,370	2,570
Coal & Wood	18,250	1,680	3,680	9,290	1,390	960	240	1,020
Drug	14,760	1,110	2,540	6,660	1,020	840	1,020	1,560
Jewellery (c)	6,350	380	1,440	2,720	450	260	380	720
Tobacco	8,280	230	2,590	3,990	160	190	410	710
All Others	119,330	7,160	30,770	46,150	5,000	8,280	8,940	13,030

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

DECEMBER, 1949

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	791,420	59,720	174,770	325,460	49,590	43,340	57,190	81,310
Grocery & Combination	123,320	10,870	36,280	49,260	5,290	4,660	6,190	10,770
Meat	17,710	440	5,090	6,690	640	790	1,460	2,590
Country General	42,990	4,890	9,310	8,020	3,210	7,190	6,370	4,000
Department	114,470	8,560	17,900	43,260	16,460	5,740	7,560	14,990
Variety	29,490	3,270	7,790	14,090	760	800	1,330	1,440
Motor Vehicle	56,960	4,190	8,360	24,560	3,700	3,460	7,150	5,540
Garage & Filling Station ..	32,370	2,400	7,630	12,900	1,810	2,420	2,230	2,970
Men's Clothing	21,530	1,380	4,190	11,050	930	720	1,190	2,070
Family Clothing	18,890	2,060	6,560	6,400	640	1,130	870	1,230
Women's Clothing	18,810	890	3,970	8,960	750	520	1,190	2,520
Shoe	11,340	850	3,440	5,310	280	180	410	860
Hardware	17,700	1,150	3,410	6,610	1,190	1,400	2,070	1,870
Lumber & Building Material.	15,510	540	1,460	6,850	1,400	1,670	2,290	1,300
Furniture	12,990	800	2,270	7,020	220	260	830	1,590
Appliance & Radio	12,630	540	2,790	6,820	540	(b)	530	1,140
Restaurant	21,530	930	3,740	9,410	1,220	1,410	2,040	2,740
Coal & Wood	18,900	1,750	4,060	8,720	1,630	1,210	250	1,280
Drug	21,320	1,660	3,560	9,820	1,410	1,200	1,500	2,160
Jewellery (c)	17,330	1,130	4,040	7,160	1,120	770	1,130	1,990
Tobacco	11,630	380	3,330	5,800	250	260	710	880
All Others	154,000	10,980	35,590	66,750	6,140	7,280	9,890	17,380

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(b) Not available.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY to DECEMBER, 1949

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	7,695,340	552,940	1,747,220	3,043,080	486,570	516,190	581,090	768,250
Grocery & Combination	1,275,260	109,160	371,590	511,090	56,450	51,690	66,500	108,810
Meat	175,110	4,930	52,110	64,280	7,260	8,940	13,620	23,930
Country General	449,350	53,520	98,190	88,240	33,580	72,120	61,870	41,860
Department	856,240	63,790	135,200	320,610	126,110	44,800	56,530	109,190
Variety	165,430	17,500	48,530	74,820	4,440	4,870	7,540	7,740
Motor Vehicle	824,910	57,900	177,370	317,070	50,610	65,090	81,690	75,200
Garage & Filling Station ..	426,380	33,310	83,440	177,000	27,530	35,430	30,610	38,770
Men's Clothing	166,050	10,060	38,140	80,180	8,460	5,640	8,840	14,730
Family Clothing	149,630	14,920	53,350	49,560	5,390	9,180	6,920	10,340
Women's Clothing	160,250	7,370	35,070	73,770	8,130	6,550	9,940	19,430
Shoe	93,020	6,120	28,190	42,540	2,920	1,880	3,640	7,660
Hardware	172,750	10,730	37,950	61,690	11,220	14,980	19,520	16,670
Lumber & Building Material.	223,810	7,450	22,400	90,850	22,350	28,150	35,400	17,170
Furniture	135,430	8,640	36,350	62,070	1,990	2,720	9,290	14,370
Appliance & Radio	99,920	4,750	24,900	49,410	4,920	2,750	4,500	8,680
Restaurant	273,690	10,750	43,130	125,220	15,920	17,520	26,560	34,630
Coal & Wood	178,790	13,630	34,980	93,120	14,410	9,220	1,910	11,590
Drug	186,820	14,250	31,920	84,720	12,930	10,670	12,990	19,300
Jewellery (c)	74,270	4,560	17,470	30,330	5,120	3,030	4,630	9,150
Tobacco	101,090	3,330	28,910	51,220	2,000	2,340	4,160	9,090
All Others	1,507,140	96,270	348,030	595,290	64,530	118,620	114,440	169,940

* Canada totals do not include Newfoundland, Northwest Territories, and Yukon figures.

(c) Sales upon which comparisons are based include the 25% Federal tax levied at consumer level prior to its removal in March, 1949.

DEPARTMENT STORE SALES AND STOCKS
December, 1948 and December, 1949

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES			STOCKS*		
	Dec. 1948 (\$000)	Dec. 1949 (\$000)	% Change 1949/48 %	Nov. 30, 1948 (\$000)	Nov. 30, 1949 (\$000)	% Change 1949/48 %
TOTAL, ALL DEPARTMENTS ..	109,540	114,467	+ 4.5	180,955	201,049	+11.1
1. Women's dresses, coats, and suits	10,697	10,493	- 1.9	15,940	18,847	+18.2
2. Girls' and infants' wear.	3,825	4,331	+13.2	6,140	7,519	+22.5
3. Hosiery and gloves	5,113	5,151	+ 0.7	5,937	6,038	+ 1.7
4. Lingerie and corsets	4,396	4,896	+11.4	6,922	8,475	+22.4
5. Millinery	677	729	+ 7.7	818	845	+ 3.3
6. Women's and children's apparel - (Total, 1-5) .	24,708	25,600	+ 3.6	35,757	41,724	+16.7
7. Men's and boys' clothing and furnishings	14,053	14,848	+ 5.7	22,312	24,920	+11.7
8. Drugs, toilet articles and preparations	3,725	3,752	+ 0.7	5,757	5,811	+ 0.9
9. Piece goods	5,455	5,593	+ 2.5	15,186	16,243	+ 7.0
10. Smallwares	4,183	4,220	+ 0.9	8,405	8,124	- 3.3
11. Food and kindred products	7,939	6,536	-17.7	6,685	4,374	-34.6
12. Furniture (including mattresses and springs).	4,043	4,391	+ 8.6	9,895	11,794	+19.2
13. Home furnishings	6,542	6,830	+ 4.4	20,165	22,198	+10.1
14. Household appliances and electrical supplies	3,469	3,833	+10.5	5,507	6,958	+26.3
15. Hardware and kitchen utensils	3,573	3,612	+ 1.1	8,733	8,655	- 0.9
16. Radios, musical instru- ments and supplies	2,247	2,518	+12.1	2,969	3,876	+30.5
17. Shoes and other footwear.	7,598	7,489	- 1.4	14,224	16,423	+15.5
18. Stationery, books, and magazines	3,583	3,715	+ 3.7	4,707	4,770	+ 1.3
19. All other departments, total	18,422	21,530	+16.9	20,653	25,179	+21.9

* Comparisons are based on stocks at the beginning of December in the two years.

Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-December, 1948 and 1949

These figures are estimates of total department store sales.

Department	SALES		% Change, 1949/1948
	1948 (\$000)	1949 (\$000)	
TOTAL, ALL DEPARTMENTS ..	803,092	856,441	+ 6.6
1. Women's dresses, coats, and suits	95,200	103,290	+ 8.5
2. Girls' and infants' wear.	30,595	35,710	+16.7
3. Hosiery and gloves	27,537	27,799	+ 1.0
4. Lingerie and corsets	30,277	33,941	+12.1
5. Millinery	8,020	8,916	+11.2
6. Women's and children's apparel - (Total, 1-5) .	191,629	209,656	+ 9.4
7. Men's and boys' clothing and furnishings	90,420	95,862	+ 6.0
8. Drugs, toilet articles, and preparations	19,057	19,846	+ 4.1
9. Piece goods	57,536	60,509	+ 5.2
10. Smallwares	25,955	26,411	+ 1.8
11. Food and kindred products	65,186	56,861	-12.8
12. Furniture (including mattresses and springs).	48,566	54,270	+11.7
13. Home furnishings	61,164	64,285	+ 5.1
14. Household appliances and electrical supplies	31,135	37,439	+20.2
15. Hardware and kitchen utensils	36,155	37,886	+ 4.8
16. Radios, musical instru- ments and supplies	12,711	13,542	+ 6.5
17. Shoes and other footwear.	54,004	57,636	+ 6.7
18. Stationery, books, and magazines	14,262	14,880	+ 4.3
19. All other departments, total	95,312	107,358	+12.6

RETAIL FOOD TRADE

Chain Stores

Sales of chain grocery and combination stores were 17% higher in December, 1949 than in December, 1948. Total sales were estimated to be \$44,820,300 in December this year and \$38,348,500 in the same month of 1948.

Chain Food Store Sales in December, 1948 and 1949

Region	Estimated Sales		% Change, December, 1949 December, 1948
	December, 1948	December, 1949	
	\$	\$	%
CANADA	38,348,500	44,820,300	+16.9
Maritime Provinces	1,507,700	1,565,000	+ 3.8
Quebec	7,153,300	8,755,600	+22.4
Ontario	21,337,400	24,619,000	+15.4
Prairie Provinces	4,102,600	5,303,200	+29.3
British Columbia	4,247,500	4,577,500	+ 7.8

Independent Stores

Independent food merchants' sales increased 1% in December. Quebec sales were down 3%. Maritime and British Columbia sales were both up 3% while Saskatchewan and Alberta reported gains of 6%. Ontario sales were practically unchanged from December, 1948.

Independent Food Store Sales in December, 1948 and 1949

Region	Estimated Sales		% Change, December, 1949 December, 1948
	December, 1948	December, 1949	
	\$	\$	%
CANADA	78,139,000	78,498,600	+ 0.5
Maritime Provinces	9,003,100	9,300,200	+ 3.3
Quebec	28,233,200	27,527,400	- 2.5
Ontario	24,714,900	24,640,800	- 0.3
Manitoba	3,138,900	3,324,100	+ 5.9
Saskatchewan	3,065,100	3,242,900	+ 5.8
Alberta	3,997,900	4,273,800	+ 6.9
British Columbia	5,985,900	6,189,400	+ 3.4



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RETAIL TRADE

January, 1950

The total of Canada's retail trade in January, 1950 increased 2% over the same month in 1949.

Motor vehicle dealers accounted for the largest gain, with sales up 36%. Garage and filling station sales were up 8%. Coal and wood dealers recorded the only other substantial increase (16%). The three trades in the apparel group all failed to reach their January, 1949 sales volumes; men's, women's and family clothing store sales were off 13%, 14% and 14% respectively. Hardware stores reported the only other large decrease in January, 1950 compared with the same month a year ago (15%).

Changes in sales volume in the different regions varied little from the overall Canada increase of 2%, ranging from a 4% increase for Ontario to a 4% decrease for both Alberta and British Columbia.

Tables showing the comparative results appear on the reverse side of this page.

NOTE: This condensed summary of retail sales in January, 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed in the February, 1950 issue, following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section

Price .25 cents

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January, 1950 Over January, 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 1.7	- 0.9	+ 1.5	+ 4.3	+ 3.5	+ 2.4	- 3.6	- 3.5
Grocery & Combination	+ 2.3	- 3.8	+ 2.1	+ 3.9	+ 3.3	+ 3.8	+ 2.6	+ 1.1
Meat	- 1.9	- 6.5	+ 0.5	- 1.2	- 9.5	-10.9	- 5.0	- 2.1
Country General	- 3.6	- 6.7	- 5.9	- 4.9	- 2.0	- 3.7	+ 0.5	+ 1.1
Department	+ 1.4	- 0.3	- 1.6	+ 3.0	+ 3.6	+ 3.0	+ 6.6	- 3.7
Variety	- 3.8	- 7.2	- 8.5	+ 3.1	- 9.1	-12.5	- 7.9	-22.2
Motor Vehicle	+36.1	+24.1	+35.0	+44.1	+34.4	+35.8	+22.9	+27.7
Garage & Filling Station ...	+ 7.5	- 6.2	+22.1	+ 4.7	- 2.1	+17.1	- 1.5	+11.4
Men's Clothing	-12.5	-23.9	-29.6	- 6.9	- 8.2	- 6.1	+ 1.8	+ 1.1
Family Clothing	-13.6	- 7.5	-21.5	-11.3	- 6.1	+ 4.0	- 8.1	-17.7
Women's Clothing	-13.6	+ 9.5	-13.7	-13.5	- 8.3	-10.9	-10.5	-26.0
Shoe	- 0.9	+ 3.1	+ 0.5	- 2.1	- 7.7	-20.0	+25.0	- 6.4
Hardware	-14.9	-13.4	-10.2	-18.3	-14.3	-15.6	-10.0	- 7.2
Lumber & Building Material .	- 6.2	- 4.3	-12.0	- 5.8	(a)	+ 7.4	- 9.1	-21.9
Furniture	- 9.1	-16.4	-23.8	+ 5.3	-25.0	-25.0	-26.6	-15.5
Appliance & Radio	- 2.5	-14.7	-18.8	+11.0	- 8.6	-18.2	-10.8	-18.3
Restaurant	- 1.5	-10.0	- 4.9	+ 1.4	- 3.0	- 4.7	-12.6	- 8.4
Coal & Wood	+16.1	+17.6	+24.4	+13.6	+15.0	+40.2	+12.9	- 5.1
Drug	- 2.0	+ 0.9	+ 3.8	- 4.0	+ 1.1	- 2.6	- 3.0	- 4.6
Jewellery (c)	- 1.9	- 4.8	- 9.4	+ 2.7	-11.5	+40.0	- 3.6	- 9.5
Tobacco	+ 3.4	+ 8.3	+ 6.6	+ 3.8	(a)	-11.1	(a)	- 5.9
All Others	- 6.0	- 1.2	- 3.2	- 2.4	- 1.4	-14.6	-21.4	-11.3

(a) Unchanged. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.



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RETAIL TRADE

FEBRUARY 1950

Canada's retail trade in February 1950 recorded the largest gain since April 1949, with total sales up 9% compared with February 1949.

Motor vehicle dealer sales played a significant role in this large overall gain. The extremely large sales increase (102%) reflects the very high sales of new passenger cars which accompanied the introduction of new models in the first two months of this year, when unit sales numbered 44,119 compared with 14,252 in the same two months a year ago. Garage and filling station sales were also up by a substantial 21%. With motor vehicle dealers' sales omitted, retail trade in February 1950 was virtually unchanged from February 1949.

Coal and wood dealers reported sales up 14%, this large increase being accounted for by the generally colder February throughout most of Canada this year as compared with February a year ago. The apparel trades continued to record decreased sales volumes, with women's, men's and family clothing store sales off 9%, 12%, and 13% respectively. Consumer commitments for automotive purchases have probably caused some moderation in sales of other types of consumer goods, although much of the volume reported for that trade represents deferred obligations.

The decreases in lumber and building material and hardware sales (-8% and -9% respectively) may be related to a similar decrease in construction contracts let in January 1950 compared with January 1949.

NOTE: This condensed summary of retail sales in February, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section.

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Grocery and combination store sales increased 5%.

Generally, changes in sales volume in the different regions varied little from the overall Canada increase of 9%, the one exception being a decrease of 1% in Saskatchewan.

Cumulative sales for January-February 1950 were up 5% compared with the same period in 1949. Most trades showed changes quite similar to those reported for February 1950.

A table showing the comparative results for February, 1950 appears on page 3 and the January-February 1950 cumulative results are on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1950 Over February 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 8.9	+12.7	+ 6.6	+10.1	+ 6.5	- 1.4	+11.8	+11.2
Grocery & Combination	+ 5.1	+ 1.5	+ 3.6	+ 6.4	+ 4.4	+ 4.9	+ 9.0	+ 6.4
Meat	+ 1.2	+12.8	+ 5.1	+ 2.1	- 9.8	-11.1	+ 5.7	- 7.8
Country General	- 1.5	- 2.3	- 6.4	+ 2.4	- 0.5	+ 1.6	+ 2.1	- 7.0
Department	+ 0.2	+ 0.7	+ 4.8	- 3.8	- 0.7	- 2.7	+ 7.2	+ 5.7
Variety	- 0.4	- 9.1	- 5.6	+ 5.4	(a)	- 3.6	+ 4.9	- 8.5
Motor Vehicle	+102.4	+145.8	+90.7	+114.2	+64.8	+55.7	+74.1	+120.7
Garage & Filling Station ...	+20.9	+16.3	+13.5	+26.3	+36.5	+11.8	+ 7.4	+20.1
Men's Clothing	-11.8	-16.1	-16.0	-13.7	- 8.1	+ 3.6	+12.8	-10.7
Family Clothing	-13.1	- 5.8	-19.2	-12.6	(a)	- 4.9	(a)	-17.2
Women's Clothing	- 8.8	-14.3	-21.8	- 8.0	- 8.0	- 7.5	(a)	+10.3
Shoe	+ 1.2	- 7.1	+16.3	- 7.5	(a)	(a)	+ 5.9	+ 5.6
Hardware	- 9.2	-11.5	- 8.6	- 6.0	- 5.6	-20.6	-12.0	-10.9
Lumber & Building Material .	- 7.7	-17.4	-11.9	-16.8	(a)	7.6	+ 9.3	+11.9
Furniture	- 1.4	- 9.8	- 3.7	- 1.6	(a)	- 6.7	+24.1	- 6.7
Appliance & Radio	+ 9.5	- 9.1	+10.1	+16.3	+ 2.8	(b)	+ 6.1	(a)
Restaurant	- 1.2	(a)	+ 0.9	- 5.6	+ 3.4	+ 6.0	+ 2.1	+ 4.3
Coal & Wood	+14.1	+ 7.5	+25.2	+21.9	-11.3	+11.2	-23.3	- 6.2
Drug	- 1.1	- 0.9	+ 2.7	- 3.6	+ 2.1	+ 4.1	+ 4.1	- 4.0
Jewellery (c)	+ 4.0	+10.5	- 6.6	+ 7.8	- 7.4	(a)	+25.0	+ 7.3
Tobacco	+ 2.9	- 8.3	+ 8.7	+ 2.4	(a)	- 5.9	(a)	- 4.2
All Others	- 5.4	+ 1.6	- 4.7	- 6.9	+ 1.2	-32.7	+ 0.7	+ 2.9

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-to-February 1950 Over January-to-February 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades..	+ 5.2	+ 5.7	+ 4.0	+ 7.2	+ 5.0	+ 0.5	+ 3.7	+ 3.6
Grocery & Combination ...	+ 3.7	- 1.0	+ 2.4	+ 5.2	+ 3.7	+ 4.7	+ 5.6	+ 3.7
Meat	- 0.8	+ 2.4	+ 2.7	- 0.4	- 9.6	-11.0	(a)	- 4.6
Country General	- 2.6	- 4.6	- 6.1	- 1.3	- 1.2	- 1.1	+ 1.3	- 3.0
Department	+ 0.8	+ 0.2	+ 1.6	- 0.7	+ 1.5	+ 0.2	+ 6.9	+ 0.9
Variety	- 2.0	- 7.6	- 6.8	+ 4.2	- 4.5	- 7.7	- 1.3	-15.2
Motor Vehicle	+66.6	+78.4	+59.8	+76.7	+49.6	+45.0	+46.8	+72.6
Garage & Filling Station.	+13.8	+ 5.6	+17.0	+14.8	+17.8	+14.5	+ 3.2	+14.6
Men's Clothing	-11.2	-19.7	-19.9	-10.4	- 5.8	- 1.6	+ 6.9	- 2.9
Family Clothing	-13.4	- 6.8	-20.4	-11.9	- 3.4	(a)	- 4.1	-17.5
Women's Clothing	-10.8	- 4.8	-17.6	-10.0	- 9.2	- 9.3	- 5.4	- 9.6
Shoe	- 0.7	- 1.7	+ 6.0	- 4.6	- 4.2	-10.5	+10.8	- 2.4
Hardware	-12.3	-12.6	- 9.5	-13.0	- 9.7	-18.1	-11.1	-14.1
Lumber & Building Material	- 7.6	-13.0	-10.7	-12.0	- 1.9	+ 7.9	- 2.1	- 6.1
Furniture	- 4.6	-12.3	-11.8	+ 1.8	-13.0	-16.1	- 4.1	-11.0
Appliance & Radio	+ 2.3	-11.9	- 6.9	+12.0	- 2.8	(b)	- 2.9	- 9.8
Restaurant	- 1.9	- 3.3	- 0.3	- 2.2	- 0.5	+ 1.9	- 5.3	- 2.4
Coal & Wood	+15.0	+12.5	+24.8	+17.5	+ 2.0	+25.7	- 4.9	- 6.3
Drug	- 1.4	- 0.5	+ 4.3	- 3.7	+ 1.6	+ 0.7	- 1.5	- 3.6
Jewellery (c)	+ 1.1	+ 2.5	- 8.6	+ 4.5	- 7.5	+20.7	+14.6	- 1.2
Tobacco	+ 3.1	(a)	+ 7.7	- 3.1	(a)	- 8.6	(a)	- 5.6
All Others	- 5.2	+ 0.1	- 3.2	- 4.6	(a)	-23.8	- 8.2	- 4.4

(a) Unchanged.

(b) Not Available.

(c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.



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RETAIL TRADE

MARCH 1950

For the second successive month, Canada's retail trade recorded a marked gain, with total sales in March 1950 up 7% compared with March 1949. However, this 7% gain was achieved as a result of large increases in only a few kinds of business, 13 out of 21 trades showing decreases in the month under review.

The sustained high volume of new motor vehicle sales played a major part in the March increase, dealers' sales being up 51% over March last year. Coal and wood dealers reported sales up 26% above March 1949, while other large increases were as follows: 17% for garages and filling stations, 10% for appliance and radio dealers, and 7% for food stores. Food store sales increased mainly on the strength of a 16% gain for chain stores, independent food merchants reporting sales up 3%.

Apparel store sales did not respond very convincingly to Easter trade promotion in March 1950. Although the traditional Easter stimulus to retail business occurred earlier this year than last, all four of the apparel trades reported decreases in March 1950 ranging from 2% for shoe stores to 17% for men's clothing stores. Department store sales decreased 3%. Jewellery sales were off 11%.

NOTE: This condensed summary of retail sales in March, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

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Increases in sales volume in the various regions were quite uniform, gains in the Maritimes and British Columbia alone (13% and 4% respectively) varying appreciably from the overall increase of 7% for Canada.

Cumulative sales for the first quarter of 1950 were up 6% compared with the same period in 1949. Changes in most trades corresponded closely with those recorded in March 1950, with consumers spending more on motor vehicles and durable household goods and less on other types of merchandise than they did a year ago.

A table showing the comparative results for March, 1950 appears on page 3 and the January-March 1950 cumulative results are on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE

By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March 1950 Over March 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.0	+ 12.7	+ 6.7	+ 6.7	+ 7.8	+ 8.6	+ 7.6	+ 3.6
Grocery & Combination	+ 7.2	+ 0.9	+ 8.1	+ 8.4	+ 7.3	+ 2.3	+ 9.7	+ 5.4
Meat	- 0.1	+ 2.4	+ 6.2	- 1.6	- 2.3	-17.2	+ 6.6	- 7.7
Country General	- 2.2	(a)	- 1.2	- 5.3	- 0.9	+ 0.4	- 5.0	- 1.9
Department	- 2.6	- 0.8	+ 2.0	- 4.9	+ 0.3	- 0.8	- 2.8	- 6.1
Variety	+ 1.4	- 6.2	+ 1.9	+ 4.8	- 3.6	(a)	(a)	- 9.3
Motor Vehicle	+50.7	+101.7	+39.2	+38.0	+86.9	+71.8	+50.3	+61.0
Garage & Filling Station ...	+17.3	+ 8.1	+16.2	+22.0	+14.0	+14.4	+15.6	+10.2
Men's Clothing	-16.5	- 13.5	-18.4	-16.6	- 8.7	+ 2.9	-21.9	-21.2
Family Clothing	-11.8	- 5.1	-15.1	- 5.8	- 9.4	-19.0	-17.0	-26.0
Women's Clothing	-13.4	- 5.1	-18.0	-11.6	-20.0	- 1.9	-12.0	-16.7
Shoe	- 2.1	- 2.6	+14.6	- 8.1	-15.8	(a)	-12.5	-14.5
Hardware	- 7.4	- 3.3	+ 0.4	- 3.7	-14.1	-15.9	- 6.4	-12.2
Lumber & Building Material ..	- 6.6	- 9.3	-10.4	-15.6	- 0.8	+10.2	+ 1.3	+ 5.6
Furniture	- 1.1	+ 4.4	- 5.1	+ 3.8	-14.3	+15.8	(a)	-16.8
Appliance & Radio	+10.1	(a)	+ 2.7	+19.3	- 7.5	(b)	- 8.6	- 5.8
Restaurant	- 1.4	+ 4.7	+ 2.7	- 2.9	- 4.6	- 0.8	- 3.0	- 1.9
Coal & Wood	+26.0	+ 35.9	+24.1	+31.3	- 4.6	+37.0	+16.7	+11.8
Drug	- 2.8	- 4.3	- 1.4	- 3.4	+ 2.9	- 4.7	- 3.6	- 3.6
Jewellery (c)	-11.1	+ 23.1	-12.0	-13.7	-23.7	-31.6	+32.0	-16.7
Tobacco	+ 1.5	- 3.8	+11.3	- 0.2	(a)	-10.5	- 4.6	-10.1
All Others	+ 1.1	+ 7.9	+ 0.2	+ 3.9	- 6.4	-12.7	+ 3.7	- 2.5

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to March 1950 Over January to March 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 5.9	+ 8.3	+ 5.0	+ 7.0	+ 6.0	+ 3.7	+ 5.2	+ 3.6
Grocery & Combination	+ 4.8	- 0.6	+ 4.4	+ 6.2	+ 5.4	+ 2.9	+ 7.1	+ 4.2
Meat	- 0.6	+ 1.6	+ 4.1	- 0.8	- 7.1	-13.3	+ 1.4	- 5.5
Country General	- 2.8	- 3.1	- 5.1	- 3.1	- 1.1	- 1.6	- 1.1	- 2.7
Department	- 0.6	- 0.3	+ 1.8	- 2.4	+ 1.0	- 0.2	+ 2.6	- 1.9
Variety	- 0.6	- 6.0	- 3.6	+ 4.5	- 4.2	- 4.8	- 0.8	-13.0
Motor Vehicle	+57.7	+63.1	+51.5	+59.1	+64.7	+58.3	+48.1	+66.5
Garage & Filling Station ...	+14.9	+ 6.5	+18.1	+16.6	+17.1	+13.4	+ 7.8	+12.9
Men's Clothing	-13.0	-16.9	-18.8	-12.3	- 7.0	- 1.0	- 6.3	-10.1
Family Clothing	-12.5	- 5.7	-17.8	- 9.6	- 5.5	- 7.8	- 9.4	-20.6
Women's Clothing	-11.5	- 3.5	-16.6	-10.6	-13.7	- 5.0	- 7.7	-12.7
Shoe	- 1.4	- 2.0	+ 9.2	- 6.1	- 9.3	- 6.5	+ 1.6	- 7.6
Hardware	-10.3	- 9.4	- 3.8	-12.6	-11.4	-16.3	- 9.2	-13.3
Lumber & Building Material ..	- 6.9	- 7.4	-10.3	-13.2	- 3.9	+ 8.4	- 0.7	- 0.9
Furniture	- 3.1	- 5.7	- 9.2	+ 2.7	-13.5	- 4.0	- 2.6	-13.4
Appliance & Radio	+ 5.1	- 7.5	- 5.2	+15.3	- 5.4	(b)	- 3.9	- 6.6
Restaurant	- 1.5	+10.9	- 0.1	- 2.5	- 1.7	+ 0.9	- 4.7	- 2.0
Coal & Wood	+18.6	+20.3	+24.7	+22.3	+ 0.2	+28.6	- 1.4	- 1.7
Drugs	- 1.9	- 1.8	+ 2.3	- 3.5	+ 2.1	- 1.3	- 2.3	- 3.8
Jewellery (c)	- 3.4	+12.1	- 9.9	- 3.6	-12.1	+ 2.1	+26.0	- 7.0
Tobacco	+ 2.0	- 1.4	+ 8.5	+ 1.2	(a)	- 9.3	- 1.4	- 7.2
All Others	- 2.8	+ 3.0	- 2.0	- 1.5	- 2.4	-18.0	- 4.4	- 3.6

(a) Unchanged. (b) Not available. (c) Sales upon which comparisons are based include the 25% Federal Tax levied at consumer level prior to its removal in March, 1949.

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RETAIL TRADE

APRIL 1950

Canada's retail trade declined 4% in April 1950 compared with April 1949, but total sales for the first four months of 1950 increased 3% over the same period in 1949.

Only two trades reported gains of any magnitude. A gain of 14% in motor vehicle dealers' sales was moderate in comparison with much larger increases reported for earlier months of the year. This result was undoubtedly affected by curtailment of distribution caused by a strike in the United States plants of one of the larger companies. Coal and wood dealers' sales were up 40%, reflecting generally cold April weather in most parts of Canada. The slight increase in food store sales (+1%) was due to the marked gain of 7% recorded by chain food stores. Independent food store sales were down 11%.

Fourteen of the twenty-one trades reported sales declines in April this year compared with last, and in ten cases the decreases were in excess of 10%. Largest among the decreases were those for family clothing stores (-19%), jewellery stores (-20%) and women's clothing stores (-27%). All trades in the apparel group continued the downward sales trend which has been in evidence for some months. Department store sales dropped 10% from April last year.

With one exception, changes in sales volume in the different regions varied little from the average decrease of 4% for Canada as a whole. Saskatchewan's retail trade declined 20% in April 1950

NOTE: This condensed summary of retail sales in April, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

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compared with April a year ago, and almost all trades participated in this large decrease in sales volume.

Cumulative sales for January to April 1950 were up 3% compared with the same period in 1949. In a number of trades, the April comparisons were considerably different from those shown by cumulative results. The following examples illustrate the more important of these changes, cumulative comparisons being given in brackets; coal and wood dealers +40% (+21%), motor vehicle dealers +14% (+41%), garage and filling stations +1% (+14%), and jewellery stores -20% (-9%).

A table showing the comparative results for April 1949 and 1950 appears on page 3, and the January-April 1950 cumulative results are on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1950 Over April 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	- 3.8	- 2.8	- 3.8	- 1.2	- 5.7	-20.1	- 4.0	- 1.4
Grocery & Combination ..	+ 0.5	+ 0.2	+ 0.5	+ 1.6	- 1.7	- 6.4	+ 1.2	- 0.6
Meat	- 4.7	-10.0	+ 0.4	- 3.4	-10.2	-20.8	- 8.5	- 8.6
Country General	-11.5	-11.2	- 5.0	- 9.4	-17.4	-17.6	-17.7	- 4.4
Department	-10.1	-12.6	- 7.5	- 9.2	-11.4	-25.3	-10.1	- 6.6
Variety	- 3.1	- 5.7	- 6.4	+ 1.8	-15.4	-14.6	- 1.6	- 9.5
Motor Vehicle	+13.7	+19.4	- 2.0	+19.7	+52.8	-17.6	+22.2	+20.1
Garage & Filling Station	+ 0.8	+17.3	+ 9.6	+ 2.1	-15.0	-14.0	-11.5	+ 6.1
Men's Clothing	-14.7	-18.6	-12.8	-14.7	-11.5	-22.2	-10.4	-19.8
Family Clothing	-18.6	-20.8	-18.5	-18.0	-32.7	-33.0	-23.9	+ 2.8
Women's Clothing	-26.9	-13.9	-26.2	-28.8	-39.2	-26.8	-25.9	-17.6
Shoe	-13.4	- 9.7	-12.4	-13.4	-29.7	-28.6	- 3.0	-15.1
Hardware	-15.6	-11.8	-13.8	-13.6	-22.6	-31.8	-13.7	-10.1
Lumber & Building Material	-11.7	-18.0	-15.4	-15.2	-14.7	- 6.6	- 8.0	+ 2.7
Furniture	-11.3	- 6.6	-25.0	- 4.1	-23.5	-16.0	-10.5	- 5.0
Appliance & Radio	+ 1.3	-16.7	- 0.9	+ 9.0	-14.3	(b)	- 3.0	+1.3
Restaurant	- 2.3	(b)	+ 4.6	+ 0.3	- 8.8	- 6.0	- 6.1	- 3.6
Coal & Wood	+39.7	+12.7	+30.9	+49.6	+36.6	+54.8	-14.3	+25.8
Drug	- 3.7	- 5.9	+ 3.5	- 5.5	- 3.6	- 6.5	- 4.6	- 4.3
Jewellery	-19.8	-16.1	-20.3	-26.6	-15.8	-16.7	+ 9.4	-14.1
Tobacco	+ 3.2	- 7.4	+ 4.3	+ 6.0	- 5.9	-10.0	(a)	- 5.2
All Others	- 6.9	- 7.4	- 1.0	- 3.3	-23.2	-30.9	- 5.6	- 4.5

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1950 Over January to April 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades ...	+ 3.0	+ 5.0	+ 2.3	+ 4.6	+ 2.3	- 5.0	+ 2.4	+ 2.1
Grocery & Combination ...	+ 3.5	- 0.7	+ 3.2	+ 4.8	+ 3.2	+ 1.3	+ 5.6	+ 2.8
Meat	- 1.5	- 1.2	+ 3.2	- 0.9	- 8.1	-14.8	- 2.2	- 6.6
Country General	- 5.6	- 5.7	- 5.4	- 5.1	- 5.6	- 7.1	- 6.2	- 4.3
Department	- 3.6	- 4.6	- 1.1	- 4.4	- 2.8	- 8.7	- 1.2	- 3.3
Variety	- 1.4	- 5.7	- 4.6	+ 3.6	- 8.1	- 8.1	- 1.0	-12.0
Motor Vehicle	+41.4	+44.3	+29.8	+46.3	+60.0	+24.8	+37.5	+52.0
Garage & Filling Station .	+11.2	+ 9.8	+21.6	+11.8	+ 2.4	- 0.8	+ 0.9	+11.2
Men's Clothing	-13.6	-17.4	-16.6	-13.2	- 7.6	- 8.7	- 8.7	-13.3
Family Clothing	-13.5	-11.2	-14.7	-12.4	-15.8	-18.1	-14.6	-12.4
Women's Clothing	-16.9	- 7.0	-20.3	-16.5	-24.3	-12.7	-13.6	-15.1
Shoe	- 6.7	- 5.6	- 1.8	- 9.1	-18.7	-15.4	+ 2.1	-10.1
Hardware	-12.0	-10.3	- 6.3	-12.9	-15.4	-22.5	-10.9	-12.3
Lumber & Building Material	- 8.2	- 8.1	-12.0	-13.7	- 7.4	+ 3.9	- 3.1	+ 0.9
Furniture	- 5.7	- 5.6	-14.3	+ 0.1	-13.0	- 8.0	- 3.7	-10.8
Appliance & Radio	+ 3.3	- 4.7	- 3.5	+11.8	- 8.7	-14.3	(b)	- 4.7
Restaurant	- 1.8	+ 9.7	- 1.8	- 2.0	- 4.9	- 1.2	- 4.4	- 1.9
Coal & Wood	+21.6	+19.2	+26.1	+26.2	+ 4.9	+31.1	- 2.5	+ 2.1
Drug	- 2.3	- 2.7	+ 2.6	- 4.0	+ 0.5	- 2.7	- 2.9	- 3.8
Jewellery	- 8.6	+ 2.1	-13.3	-11.8	-11.6	- 1.5	+24.8	- 8.7
Tobacco	+ 2.2	- 4.0	+ 7.2	+ 2.4	- 1.6	- 9.5	- 0.9	- 7.4
All Others	- 3.8	- 0.1	- 1.1	- 1.6	-10.1	-23.6	- 4.6	- 3.7

(a) Unchanged. (b) Not available.



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RETAIL TRADE
MAY, 1950

The total of Canada's retail trade in May 1950 increased 6% over the same month in 1949.

Fifteen of the twenty trades reported increased sales in May this year compared with last, an indication of overall strength in retail trade. Appliance and radio dealers recorded the largest gain, sales being up 25%. The motor vehicle dealers' sales increase of 23%, although moderate in comparison with gains in earlier months of the year, continued to reflect the sustained high demand for new passenger cars. Garage and filling stations reported sales up 11%. Food store sales were up 6%, due largely to the 16% gain recorded by chain stores. Fuel dealers' sales were up 9% over May of last year.

Most sales declines were quite moderate, the 9% decrease in men's clothing stores being the largest. Jewellery sales decreased 5%.

With the exception of Manitoba, all regions reported gains in sales volume in May 1950 compared with May 1949. The 6% decrease in Manitoba can be largely ascribed to flood conditions in the Red River Valley which affected retail trading throughout most of May 1950. Gains in other regions did not vary appreciably from the overall increase of 6% for Canada, and the Maritime Provinces led with a gain of 10%.

Cumulative sales for the first five months of 1950 were up 4% compared with the same period in 1949. The following are trades whose May results differed to some extent from the January-to-May comparisons, cumulative results being given in brackets: variety stores + 6% (+0.5%); family clothing stores + 0.3% (-10%); shoe stores + 4% (-4%); lumber and building material dealers + 1% (-6%); furniture stores + 5% (-3%); appliance and radio dealers + 25% (+8%).

NOTE: This condensed summary of retail sales in April, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section.

Year's subscription, \$1.00

A table showing the comparative results for May 1949 and 1950 appears on page 3, and the January-May 1950 cumulative results are shown on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May 1950 Over May 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+6.1	+10.1	+6.1	+7.9	-5.8	+5.0	+3.5	+6.3
Grocery & Combination	+5.8	+ 2.1	+4.3	+7.8	+5.4	-0.9	+9.1	+7.4
Meat	+0.3	-10.0	+1.1	+5.3	-17.5	-15.8	+2.9	-1.7
Country General.....	-0.4	- 5.2	-1.8	+5.1	- 6.4	+ 3.7	-2.8	(a)
Department	+2.2	+ 4.9	+6.0	+4.2	- 8.5	- 5.0	+3.4	+3.0
Variety	+6.1	+ 5.8	+4.1	+10.6	-14.3	- 2.7	+5.3	-5.2
Motor Vehicle	+22.9	+44.9	+22.0	+27.5	+23.6	+ 4.9	+3.7	+24.4
Garage & Filling Station	+10.9	+38.6	+ 8.6	+ 3.5	-11.3	+25.2	+4.8	+32.1
Men's Clothing	- 8.7	- 8.0	- 9.9	- 6.8	-17.2	-12.5	-2.6	-12.7
Family Clothing	+ 0.3	+ 3.0	+ 1.1	+ 9.4	-14.3	-22.8	-14.3	- 4.6
Women's Clothing	-12.2	+ 6.1	-12.2	-10.2	(b)	-15.3	-10.1	-14.3
Shoe	+ 4.1	+15.4	+11.2	+ 3.1	-20.0	- 5.6	+18.8	-17.1
Hardware	- 3.9	+ 5.9	- 0.5	- 2.8	-17.3	-11.7	- 2.3	- 9.0
Lumber & Building Material ..	+ 0.6	+10.1	+18.8	+ 3.4	-29.4	- 5.9	- 3.5	+12.4
Furniture	+ 5.3	+15.9	+ 5.0	+ 8.3	-33.3	-10.0	-11.0	+ 4.5
Appliance & Radio	+24.8	-32.5	+31.3	+34.6	- 8.8	(b)	+ 6.1	+22.0
Restaurant	+ 1.1	+ 2.2	+ 1.4	+ 2.8	- 4.2	+ 2.8	- 0.4	- 3.3
Coal & Wood	+ 9.1	+13.7	+18.7	+ 5.3	- 9.5	+33.3	(b)	+13.6
Drug	+ 0.5	+ 4.5	+ 5.5	- 2.8	+ 6.7	+ 3.4	- 1.0	(a)
Jewellery	- 4.9	- 7.1	- 6.5	- 0.5	-23.5	-18.2	+ 9.4	- 8.1
Tobacco	+ 6.9	+ 3.7	+ 0.4	+13.3	(a)	(a)	+10.3	- 2.7
All Others	+ 6.7	+ 5.2	+ 5.4	+ 7.0	-12.7	+20.0	+10.9	+ 4.5

(a) Unchanged

(b) Not available

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1950 Over January to May 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 3.7	+ 6.2	+ 3.2	+ 5.3	+ 0.5	- 2.6	+ 2.6	+ 3.1
Grocery & Combination	+ 4.0	- 0.4	+ 3.4	+ 5.3	+ 3.8	+ 1.3	+ 6.4	+ 3.7
Meat	- 1.5	- 1.9	+ 2.1	+ 0.1	-12.4	-15.0	- 1.2	- 6.0
Country General	- 4.5	- 5.6	- 4.9	- 2.7	- 5.8	- 4.5	- 5.5	- 3.3
Department	- 2.2	- 2.1	+ 0.5	- 2.5	- 4.1	- 7.9	- 0.1	- 1.9
Variety	+ 0.5	- 2.3	- 2.4	+ 5.4	- 9.6	- 6.8	+ 0.4	-10.5
Motor Vehicle	+36.4	+43.7	+27.5	+41.6	+50.6	+19.7	+27.1	+43.9
Garage & Filling Station	+11.5	+18.7	+18.5	+10.1	- 1.0	+ 6.5	+ 3.0	+16.2
Men's Clothing	-12.6	-14.8	-15.3	-12.3	- 5.1	-10.1	- 7.3	-13.2
Family Clothing	-10.4	- 7.9	-10.8	- 8.0	-14.9	-19.4	-14.6	-10.7
Women's Clothing	-15.5	- 3.9	-18.2	-14.5	-28.1	-13.2	-13.0	-14.9
Shoe	- 4.1	- 0.5	+ 1.3	- 6.3	-18.2	-12.9	+ 5.6	-11.9
Hardware	- 9.8	- 5.9	- 4.9	-10.2	-15.7	-19.5	- 8.9	-11.5
Lumber & Building Material ..	- 5.5	- 3.1	- 2.8	- 8.4	-15.6	- 0.5	- 2.6	+ 4.2
Furniture	- 2.9	+ 1.2	- 9.0	+ 1.9	-18.1	- 8.4	- 5.2	- 7.6
Appliance & Radio	+ 8.4	-10.6	+ 6.0	+16.6	- 8.8	(b)	(a)	+ 2.1
Restaurant	- 1.1	+ 8.3	- 1.4	- 0.7	- 4.7	- 0.2	- 3.2	- 2.3
Coal & Wood	+19.7	+18.5	+24.9	+22.7	+ 3.7	+31.3	- 1.1	+ 3.2
Drug	- 1.8	- 1.2	+ 3.1	- 3.7	+ 1.8	- 1.4	- 2.5	- 3.3
Jewellery	- 7.8	- 0.8	-12.4	- 9.1	-14.1	- 5.7	+21.2	- 8.6
Tobacco	+ 3.4	- 2.3	+ 5.7	+ 5.1	- 1.3	- 7.5	+ 1.5	- 6.5
All Others	- 1.4	+ 1.2	+ 0.3	+ 0.3	-10.2	-13.2	- 1.5	- 1.7

(a) Unchanged

(b) Not available



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RETAIL TRADE
JUNE 1950

Canada's retail trade showed a substantial strengthening during the month of June when sales for seventeen out of twenty-one trades combined to effect a general sales increase of 8% over June last year. Highlight of the June results was a 30% gain in motor vehicle dealers' sales, a reflection of the sustained demand for all passenger cars. Sales of lumber and building material dealers increased by 21%, reflecting the current activity in home construction. Appliance and radio dealers' sales were up 18%, showing a slight moderation in comparison with the increase of 25%. Other notable increases were reported by garages and filling stations, up 14%, and by grocery and combination stores, up 11%.

Of the three sales declines reported, two were accounted for by clothing stores, sales of women's stores being down 8% and those of men's down 5%.

All provinces reported gains in sales volume in June 1950 compared with June 1949. Ontario and British Columbia gains were highest, both being 10%, while the Maritime Provinces' gain of 2% was the most modest. Sales in Manitoba, showed improvement following a setback caused by the May floods showed a gain of 5% in June.

NOTE: This condensed summary of retail sales in June, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section.

Year's subscription, \$1.00

Cumulative sales for January to June 1950 were up 4.5% compared with the same period in 1949. In a number of trades, the June comparisons were somewhat different from those shown by cumulative results. The two most important of these differences appeared in the lumber and building materials trade, for which June sales were up 21% as against an "unchanged" result for the January to June period, and in the coal and wood trade which reported June sales up 9% as compared with an 18% increase in the six-month cumulative results.

A table showing the comparative results for June 1949 and 1950 appears in page 3, and the January-June 1950 cumulative results on page 4.

PERCENTAGE CHANGES IN RETAIL TRADE

By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1950 Over June 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 7.9	+ 2.2	+ 7.8	+10.1	+ 4.9	+ 3.6	+ 6.7	+ 9.6
Grocery & Combination	+11.3	+ 7.7	+ 8.6	+14.5	+ 9.4	+ 9.3	+13.3	+10.3
Meat	+ 2.8	- 7.3	+ 7.3	+ 4.4	+ 7.0	-12.3	- 0.9	- 4.1
Country General	+ 4.3	+ 0.4	+ 3.6	+ 2.6	+ 1.1	+12.9	+ 2.4	+ 5.9
Department	+ 3.0	- 3.7	+ 2.3	+ 2.9	+ 4.8	- 4.8	+ 5.0	+ 8.4
Variety	+ 7.3	- 6.1	+ 5.5	+14.6	-10.5	(a)	+13.8	- 6.8
Motor Vehicle	+30.0	+14.0	+23.8	+30.1	+49.4	+42.0	+19.8	+48.6
Garage & Filling Station ..	+14.3	+ 4.3	+19.1	+18.0	+10.4	+12.8	+ 2.8	+ 8.2
Men's Clothing	- 4.8	-13.7	- 0.3	- 7.3	- 6.4	- 6.0	- 4.0	+ 4.2
Family Clothing	+ 0.4	- 5.9	+ 4.6	- 1.4	-11.4	- 5.1	+10.9	- 1.1
Women's Clothing	- 7.9	+ 7.1	-14.9	-10.0	(b)	+ 5.9	(a)	+11.5
Shoe	+ 3.1	- 3.1	+ 8.6	- 0.7	+ 6.1	(a)	+17.1	+ 1.5
Hardware	+ 1.1	- 7.8	+ 6.4	+ 5.5	- 9.6	-11.7	+ 0.6	- 4.0
Lumber & Building Material.	+20.7	+ 7.9	+31.1	+36.9	-10.2	+ 4.9	+11.7	+21.2
Furniture	+ 2.3	-29.2	+ 2.6	+ 9.1	(a)	- 4.2	-14.1	+ 9.6
Appliance & Radio	+18.2	+38.9	+32.6	+16.9	+ 9.1	(b)	-13.8	+10.7
Restaurant	+ 4.1	+ 9.7	+ 5.2	+ 9.4	-11.8	- 5.8	+ 0.5	- 4.5
Coal & Wood	+ 8.5	+16.7	+ 9.8	+11.5	-12.7	-11.4	-25.0	+ 3.8
Drug	+ 2.8	(a)	+ 8.8	- 1.9	+ 4.8	(b)	+ 1.0	+ 4.6
Jewellery	(a)	- 5.6	- 2.3	+ 1.4	- 9.8	-13.0	+28.1	(a)
Tobacco	+ 1.2	-11.1	+ 3.3	+ 1.4	-11.8	+ 5.3	(a)	+ 1.4
All Others	- 0.9	- 1.2	+ 1.7	+ 1.0	- 8.4	-18.0	+ 0.8	+ 1.3

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to June 1950 Over January to June 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 4.5	+ 5.4	+ 4.1	+ 6.2	+ 1.3	- 1.3	+ 3.4	+ 4.2
Grocery & Combination	+ 5.3	+ 1.0	+ 4.5	+ 6.9	+ 4.7	+ 2.5	+ 7.8	+ 5.0
Meat	- 1.1	- 2.8	+ 2.8	+ 0.2	- 8.4	-14.0	- 1.1	- 5.8
Country General	- 2.7	- 4.1	- 3.5	- 1.5	- 4.2	- 1.3	- 3.5	- 1.4
Department	- 1.3	- 2.5	+ 0.9	- 1.5	- 2.5	- 7.4	+ 1.0	- 0.1
Variety	+ 1.9	- 2.8	- 0.8	+ 7.2	- 9.8	- 5.5	+ 2.9	- 9.8
Motor Vehicle	+35.1	+37.9	+26.5	+38.9	+51.1	+25.1	+25.6	+45.1
Garage & Filling Station ..	+12.6	+15.4	+18.3	+13.1	+ 2.0	+ 7.2	+ 3.7	+14.2
Men's Clothing	-10.6	-14.4	-12.4	-10.3	- 5.4	-10.1	- 6.7	-10.0
Family Clothing	- 7.7	- 7.4	- 6.1	- 6.9	-14.2	-16.9	- 8.7	- 9.1
Women's Clothing	-14.0	- 1.7	-17.3	-13.7	-27.6	- 8.2	-11.0	-10.7
Shoe	- 2.7	- 1.1	+ 2.2	- 5.0	-12.6	-10.1	+ 8.1	- 9.2
Hardware	- 7.2	- 6.3	- 2.1	- 6.2	-14.1	-17.5	- 7.1	-10.0
Lumber & Building Material.	+ 0.4	- 0.6	+ 5.2	+ 0.9	-14.5	+ 0.8	+ 1.0	+ 7.7
Furniture	- 1.9	- 5.2	- 6.6	+ 3.2	-13.3	- 7.6	- 6.9	- 4.5
Appliance & Radio	+10.9	+ 6.3	+11.5	+16.8	- 6.6	(b)	- 2.0	+ 4.6
Restaurant	(a)	+ 8.6	- 0.2	+ 1.6	- 5.9	- 1.3	- 2.8	- 2.8
Coal & Wood	+18.1	+18.5	+22.8	+20.8	+ 2.8	+26.6	- 4.1	+ 3.1
Drug	- 1.0	- 1.0	+ 4.2	- 3.3	+ 2.3	+ 2.0	- 1.8	- 2.2
Jewellery	- 5.9	- 0.6	-10.0	- 7.6	-12.7	- 6.3	+26.0	- 5.9
Tobacco	+ 2.8	- 3.9	+ 5.3	+ 4.0	- 3.2	- 5.4	+ 1.8	- 5.2
All Others	- 1.4	+ 0.7	+ 0.6	+ 0.3	- 9.2	-14.4	- 1.3	- 1.1

(a) Unchanged. (b) Not available.



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RETAIL TRADE
JULY 1950

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Canada's retail trade increased 6% in July 1950 compared with July 1949. The increase in consumer spending has been distributed more evenly among the various trades in the last three months than was the case in the earlier part of the year. In the first four months of 1950 increases were largely confined to the automotive and appliance trades.

The 29% increase in coal and wood dealers' sales was the highest recorded in July. Sales of motor vehicle dealers were up 27%, an indication that the pace of consumer demand for new passenger cars remained unslackened. Appliance and radio dealers reported sales up 18%, continuing the series of marked gains begun several months ago. Other large gains were those for: lumber and building material dealers, 18%; department stores, 11%; furniture stores, 9%; garages and filling stations, 9%; hardware stores, 6%. Six trades reported sales declines from July a year ago none of which exceeded 4%. The apparel group accounted for three of the six decreases.

With the exception of Saskatchewan, all regions reported gains in sales volume in July 1950 compared with July 1949. The largest increases were recorded by Manitoba and British Columbia, sales being up 9% in both provinces. The Maritimes recorded only a minor gain in sales volume (0.3%), while Saskatchewan results indicated a 5% decline in sales.

Cumulative results for the first seven months showed sales up 5% compared with the same period a year ago. Results for most provinces showed little deviation from the national average, though total trade in Saskatchewan was 2% below 1949 volume. Several trades showed distinctly different results in July than in the seven-months' cumulative comparison. July changes for these, with January-to-July results in brackets, were as follows: department stores +11%(+0.1%); men's clothing stores -1%(-9%); women's clothing stores -3%(-12%); lumber and building material dealers +18%(+2%); hardware stores +6%(-5%); furniture stores +9%(-0.2%); jewellery stores +2%(-5%).

NOTE: This condensed summary of retail sales in July, 1950, replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date, following a complete revision of retail trade estimates.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1950 Over July 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination	+ 1.5	+ 4.6	+ 1.4	+ 3.6	- 2.4	+ 2.8	+ 4.9	+ 2.6
Meat	- 7.3	+ 8.3	- 1.0	-10.6	-15.8	-17.9	- 6.1	- 1.8
Country General	+ 4.6	- 0.2	- 2.1	- 1.3	+ 3.5	+ 0.4	+ 1.7	+ 0.7
Department	+ 1.3	+10.7	+13.9	+12.5	- 4.0	+ 7.3	+13.1	+10.8
Variety	- 2.9	+ 3.5	+ 7.7	- 5.7	-10.0	(a)	-13.1	+ 3.2
Motor Vehicle	+ 9.8	+16.6	+31.3	+40.7	+11.5	+30.4	+47.8	+26.9
Garages & Filling Station ..	- 6.9	+15.1	+ 8.3	+ 5.5	+ 1.9	+ 6.4	+21.2	+ 8.5
Men's Clothing	-13.1	+13.5	- 4.5	+ 1.5	-11.1	- 1.6	- 1.6	- 0.8
Family Clothing	(a)	- 5.5	+ 1.1	- 5.1	+ 1.7	+ 3.6	+ 8.0	- 0.7
Women's Clothing	-15.5	-10.3	(a)	+ 1.8	+ 2.3	- 7.0	+ 0.7	- 3.4
Shoe	+ 5.8	+13.3	+ 0.6	- 4.2	-11.8	- 8.8	-12.3	+ 2.1
Hardware	- 1.0	+22.2	+ 5.9	- 9.1	-11.8	+ 4.2	+ 1.4	+ 5.8
Lumber & Building Material ..	+ 9.2	+39.9	+22.2	+13.8	+ 2.1	+16.4	+11.8	+18.2
Furniture	- 4.7	- 0.6	+17.4	+13.3	- 5.0	- 8.5	+17.6	+ 8.5
Appliance & Radio	-20.5	+26.6	+15.4	+33.3	(b)	-25.0	+60.8	+18.1
Restaurant	+ 4.0	- 0.3	+ 0.5	-13.8	- 8.8	(a)	- 8.5	- 2.4
Coal & Wood	+14.3	+10.9	+45.2	- 7.2	+14.7	(b)	+11.3	+29.0
Drug	- 2.5	+ 2.0	- 2.1	+ 0.9	- 3.6	(a)	+ 2.6	- 0.6
Jewellery	+ 5.9	- 1.8	+ 4.1	+ 3.0	- 8.7	+22.9	- 4.8	+ 2.1
Tobacco	- 7.1	+ 1.8	+ 4.0	- 6.7	(a)	- 2.8	- 3.8	+ 1.2
All Others	- 3.7	- 0.4	+ 0.1	- 6.0	-22.0	+ 1.3	- 1.4	- 2.4
Total, All Trades	+ 0.3	+ 6.7	+ 7.9	+ 9.2	- 4.7	+ 6.7	+ 9.4	+ 6.3

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1950 Over January to July 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination	+ 0.9	+ 4.5	+ 5.9	+ 4.5	+ 1.8	+ 6.9	+ 4.9	+ 4.8
Meat	- 3.5	+ 3.5	+ 0.3	- 8.8	-14.3	- 3.9	- 5.9	- 1.1
Country General	- 2.7	- 2.7	- 1.9	- 4.1	- 0.5	- 2.9	- 0.9	- 2.1
Department	- 2.0	+ 1.9	+ 0.1	- 0.6	- 7.0	+ 1.8	+ 1.7	+ 0.1
Variety	- 2.4	- 0.2	+ 7.3	- 8.7	- 6.3	+ 2.4	-10.1	+ 2.2
Motor Vehicle	+33.9	+24.8	+37.5	+48.5	+22.4	+26.2	+47.8	+33.9
Garages & Filling Station ..	+10.7	+16.8	+12.3	+ 3.1	+ 4.7	+ 4.2	+16.4	+11.7
Men's Clothing	-14.4	- 9.3	- 9.5	- 4.5	-10.2	- 6.0	- 8.6	- 9.3
Family Clothing	- 5.9	- 6.2	- 5.7	-12.9	-14.6	- 6.8	- 5.5	- 6.7
Women's Clothing	- 3.2	-14.9	-11.7	-23.3	- 6.9	- 9.9	- 9.2	-12.1
Shoe	(a)	+ 3.5	- 4.2	-12.0	-10.4	+ 4.6	- 9.7	- 2.1
Hardware	- 5.6	+ 1.1	- 4.3	-12.9	-16.5	- 5.6	- 7.8	- 5.0
Lumber & Building Material ..	+ 0.5	+11.3	+ 1.5	- 8.5	+ 1.0	+ 4.1	+ 8.5	+ 2.4
Furniture	- 5.3	- 5.7	+ 5.7	- 5.7	- 7.2	- 7.1	- 1.9	- 0.2
Appliance & Radio	+ 2.3	+13.0	+16.2	- 1.2	(b)	- 3.9	+11.0	+11.5
Restaurant	+ 7.7	- 0.2	+ 1.3	- 7.7	- 2.8	- 2.5	- 3.6	- 0.4
Coal & Wood	+17.7	+21.3	+24.1	+ 2.0	+25.9	- 3.9	+ 3.8	+19.5
Drug	- 1.3	+ 3.9	- 3.2	+ 1.7	+ 1.2	- 1.5	- 1.5	- 1.0
Jewellery	+ 0.5	- 9.0	- 6.4	-10.5	- 6.7	+25.5	- 5.9	- 4.9
Tobacco	- 3.3	+ 4.8	+ 4.2	- 3.7	- 4.6	+ 1.0	- 5.0	+ 2.8
All Others	- 0.1	+ 0.5	+ 0.1	- 8.7	-16.0	- 0.8	- 1.1	- 1.6
Total, All Trades	+ 4.6	+ 4.5	+ 6.5	+ 2.6	- 1.9	+ 3.9	+ 5.1	+ 4.8

(a) Unchanged.

(b) Not available.



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RETAIL TRADE AUGUST, 1950

Recording the largest gain since April 1949, Canada's retail trade increased 1% in August 1950 compared with August 1949. All provinces, and practically all trades, shared in this marked sales increase, reflecting the generally widespread upward swing in consumer spending apparent in August 1950.

Outstanding in the August 1950 results was the 52% gain in motor vehicle dealers' sales, a further indication of the sustained demand for new passenger cars. Coal and wood dealers' sales were up 25%, the second successive month in which marked gains in sales were reported. Other notable increases were shown by garages and filling stations, up 24%; lumber and building material dealers, up 22%; and appliance and radio dealers, up 16%. Grocery and combination stores sales were up a substantial 9%. For the first time in many months, all trades in the apparel group recorded gains in sales volume, with the 9% increase in men's clothing stores being the largest. Of the three minor declines reported, tobacco stores 2% decrease was the largest.

All provinces shared in the gains in sales volume in August 1950 compared with the same month in 1949. Sales were up 1% in Manitoba. Other large gains were recorded in Alberta and British Columbia, sales

NOTE: This condensed summary of retail sales in August 1950 replaces the usual monthly report on retail trade. Publications of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

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being up 17% and 15% respectively. Maritime Provinces' gain of 7% was the most modest.

Cumulative sales for January-to-August 1950 were up 6% compared with the same period in 1949. Results for all provinces, except Saskatchewan, deviated little from the national average. Saskatchewan's retail sales were virtually unchanged from the January-to-August 1949 volume. Some trades showed distinctly different results in August than in the eight-months' cumulative comparison. August comparisons for these, with January-to-August results in brackets, were as follows: men's clothing stores +9% (-8%); women's clothing stores +8% (-10%); hardware stores +12% (-3%); furniture stores +10% (+1%).

A table showing the comparative results for August 1949 and 1950 appears on page 3, and the January-August 1950 cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

3

(Without Adjustment for Price Changes)

August 1950 Over August 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination	+ 2.1	+ 6.5	+13.3	+ 6.5	+ 4.6	+ 6.6	+10.1	+ 9.1
Meat	- 8.3	+20.4	+ 6.0	+ 1.4	- 7.6	+ 2.8	- 4.2	+ 7.2
Country General	+ 5.2	+ 3.2	+ 5.2	- 4.4	+ 0.4	- 1.3	+ 1.0	+ 1.9
Department	- 4.4	+ 5.9	+ 6.6	+ 12.7	+ 3.1	+10.6	+ 4.8	+ 6.4
Variety	- 4.5	+ 5.5	+12.3	+ 6.7	+ 2.8	+ 3.6	- 3.4	+ 6.7
Motor Vehicle	+40.8	+51.8	+40.0	+104.0	+36.9	+59.2	+77.6	+51.7
Garage & Filling Station	+16.5	+14.8	+16.9	+ 36.5	+36.6	+24.1	+52.0	+23.5
Men's Clothing	-17.9	+17.5	+ 8.7	(b)	+ 3.2	(a)	+ 0.9	+ 8.5
Family Clothing	- 5.0	- 1.7	+10.1	+ 2.9	+ 3.9	+ 6.1	+ 2.3	+ 3.0
Women's Clothing	+13.5	- 7.9	+16.3	+ 34.9	(a)	- 4.3	+ 1.5	+ 7.8
Shoe	+ 2.1	+ 5.7	+ 3.0	+ 15.0	+ 7.7	- 5.9	(a)	+ 3.5
Hardware	+ 3.2	+22.4	+12.0	+ 3.5	+ 5.3	+10.2	+ 7.8	+11.9
Lumber & Building Material ..	- 7.1	+35.5	+18.7	+ 32.0	+30.1	+19.1	+ 9.3	+21.6
Furniture	-14.1	+ 8.1	+12.9	+ 5.6	+ 9.1	+14.3	+15.1	+ 9.9
Appliance & Radio	-22.2	- 1.3	+29.7	+ 22.2	(b)	(a)	+54.0	+16.3
Restaurant	+ 1.8	- 6.1	+ 5.1	- 17.5	- 5.2	- 2.0	- 3.7	- 0.7
Coal & Wood	+15.3	+26.8	+26.7	+ 34.2	+27.5	(b)	+ 8.5	+25.2
Drug	- 4.1	+ 2.1	- 2.2	+ 2.7	+ 2.3	- 2.9	+ 5.2	- 0.5
Jewellery	- 2.4	+ 3.3	+ 3.4	(a)	- 4.8	(a)	+16.9	+ 4.0
Tobacco	- 3.4	- 0.5	- 2.2	- 6.2	- 5.0	+ 3.3	- 2.6	- 1.7
All Others	+ 7.9	+ 4.9	+ 4.0	- 4.5	- 1.6	+18.1	+ 5.6	+ 4.7
Total, All Trades	+ 6.9	+11.3	+12.6	+ 18.9	+ 9.9	+16.5	+15.3	+12.6

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to August 1950 Over January to August 1949

Kind of Business or Store	Mar. Prov. %	Que. %	Ont. %	Man. %	Sask. %	Alta. %	Br. Col. %	CANADA %
Grocery & Combination	+ 1.0	+ 4.8	+ 6.8	+ 4.8	+ 2.2	+ 6.9	+ 5.4	+ 5.4
Meat	- 4.0	+ 5.6	+ 1.0	- 7.2	-13.3	- 3.2	- 5.2	(a)
Country General	- 1.7	- 2.0	- 0.9	- 4.1	- 0.4	- 2.7	- 0.6	- 1.6
Department	- 2.3	+ 2.3	+ 0.9	+ 0.9	- 6.0	+ 2.9	+ 1.4	+ 0.7
Variety	- 2.7	+ 0.5	+ 7.9	- 6.8	- 5.1	+ 2.6	- 9.2	+ 2.7
Motor Vehicle	+34.8	+28.7	+37.9	+56.2	+25.9	+29.5	+51.7	+36.3
Garage & Filling Station	+12.4	+16.4	+13.0	+ 9.4	+11.2	+ 7.6	+22.0	+13.7
Men's Clothing	-14.9	- 6.9	- 7.9	- 1.2	- 9.2	- 6.0	- 9.9	- 7.9
Family Clothing	- 6.1	- 5.7	- 4.0	-11.1	-12.9	- 5.1	- 4.5	- 5.6
Women's Clothing	- 1.1	-14.3	- 9.1	-18.6	- 6.1	- 9.4	- 8.0	-10.2
Shoe	+ 0.3	+ 3.6	- 3.3	- 9.1	- 8.4	+ 3.1	- 8.5	- 1.5
Hardware	- 4.3	+ 3.8	- 2.2	-10.3	-13.3	- 3.2	- 5.8	- 2.6
Lumber & Building Material ..	+ 0.2	+14.8	+ 4.1	- 1.9	+ 6.1	+ 6.6	+ 8.7	+ 5.5
Furniture	- 6.6	- 4.0	+ 6.3	- 4.1	- 5.0	- 3.7	+ 0.6	+ 1.0
Appliance & Radio	- 0.7	+10.8	+18.4	+ 2.0	(b)	- 2.3	+15.3	+12.5
Restaurant	+ 6.8	- 0.9	+ 1.7	- 7.6	- 3.2	- 2.4	- 3.7	- 0.4
Coal & Wood	+17.4	+21.9	+24.2	+ 5.0	+26.0	- 7.3	+ 4.3	+20.1
Drug	- 1.6	+ 3.7	- 3.1	+ 1.8	+ 1.3	- 1.8	- 0.8	- 1.0
Jewellery	(a)	- 7.4	- 5.0	- 9.1	- 6.5	+21.5	- 2.2	- 3.6
Tobacco	- 3.3	+ 4.2	+ 3.3	- 4.0	- 4.6	+ 1.3	- 4.7	+ 2.2
All Others	+ 1.2	+ 1.2	+ 0.6	- 8.2	-12.8	+ 2.2	- 0.1	- 0.6
Total, All Trades	+ 4.9	+ 5.3	+ 7.3	+ 4.9	+ 0.1	+ 5.7	+ 6.4	+ 5.8

(a) Unchanged.. (b) Not available..

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RETAIL TRADE

SEPTEMBER, 1950

Canada's retail trade recorded a marked gain of 9% in September 1950 compared with September 1949. Eighteen of the twenty trades, and all provinces except Saskatchewan, reported increased sales. This was the second successive month in which results indicated overall strength in consumer demand.

The 27% increase in appliance and radio store sales was the highest recorded in September 1950. The 26% increase in motor vehicle dealers' sales, although more moderate than some of the gains reported in previous months, indicated that demand for new motor vehicles was still at considerably higher levels than a year ago. Jewellery store sales were up 18%, by far the largest gain reported for this trade this year. Other notable gains were shown by furniture stores and garages and filling stations, both up 16%, and by family clothing stores which had a 9% sales gain. Food store sales increased 8%. Men's clothing was the only trade which has not responded to the more general upward movement, sales being down 5% in September 1950. Restaurant receipts just failed to hold their September 1949 level.

NOTE: This condensed summary of retail sales in September 1950 replaces the usual monthly report on retail trade. Publications of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

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Sales were up 13% in British Columbia and 12% in Ontario. Other provincial increases were more moderate. Saskatchewan's 3% decrease was the only decline in sales volume in September 1950 compared with September a year ago.

Cumulative sales for January-to-September 1950 were up 6% compared with the same period in 1949. In a number of trades, the September 1950 comparisons were somewhat different from those shown by cumulative results. September changes for these, with January-to-September results in brackets, were as follows: family clothing stores +9%(-4%); women's clothing stores +3%(-9%); shoe stores +8%(-1%); furniture stores +16%(+3%); coal and wood dealers +3%(+18%); jewellery stores +18%(-1%).

A table showing the comparative results for September 1949 and 1950 appears on page 3, and the January-September 1950 cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1950 Over September 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 5.4	+ 9.3	+11.7	+ 3.2	+ 2.5	+ 2.0	+1.6	+ 8.4
Meat	- 6.8	+12.9	+13.1	- 1.4	- 3.4	+ 2.6	+0.5	+ 8.3
Country General	+ 5.7	+ 3.7	- 1.6	-13.8	+ 3.2	+ 5.9	+15.5	+ 2.8
Department	+ 0.9	+ 8.9	+ 4.3	- 1.0	-22.4	+ 3.7	+ 8.7	+ 2.8
Variety	+ 4.4	+ 9.7	+ 9.2	-13.5	-10.5	+ 3.5	+ 3.5	+ 7.2
Motor Vehicle	+10.5	+ 6.3	+29.2	+52.0	+15.3	+26.6	+63.6	+25.2
Garage & Filling Station	+ 5.2	+ 3.7	+21.8	+18.5	+23.9	+ 4.3	+33.2	+16.3
Men's Clothing	- 7.0	+ 7.0	-10.5	+12.7	-13.7	- 4.1	- 3.1	- 4.7
Family Clothing	- 9.7	+ 8.7	+10.8	-18.0	+38.9	+19.6	+16.7	+ 9.3
Women's Clothing	- 7.1	+ 4.8	+ 9.2	-16.4	-10.9	- 7.5	(a)	+ 3.3
Shoe	+ 9.4	+ 9.1	+10.5	-10.7	-16.7	(a)	(a)	+ 7.5
Hardware	+ 2.1	+ 8.2	+ 8.7	+ 3.6	- 9.0	- 0.5	+ 8.4	+ 5.3
Lumber & Building Material ..	- 6.3	+25.4	+ 2.0	+ 3.0	- 9.9	+ 4.2	+ 4.1	+ 2.8
Furniture	+ 1.3	+18.9	+19.0	+22.2	-12.0	- 2.3	+25.2	+16.1
Appliance & Radio	- 4.7	+60.7	+22.8	+13.0	(b)	- 2.3	+30.4	+26.9
Restaurant	(a)	- 3.4	+ 5.1	-10.3	- 5.3	- 2.1	-10.9	- 0.8
Coal & Wood	+23.0	+ 5.2	+ 2.0	+ 4.0	- 5.4	+16.7	-16.0	+ 2.9
Drug	+ 5.2	+ 7.6	+ 2.3	+ 1.8	(a)	+ 6.6	+ 4.0	+ 3.7
Jewellery	- 2.8	+23.7	+18.1	+ 9.8	+45.5	+11.8	+18.3	+18.1
Tobacco	-18.2	+ 1.7	+ 1.2	- 5.9	+ 5.3	+ 5.4	- 1.4	+ 0.2
All Others.....	+14.0	+12.9	+15.2	- 3.9	-21.0	+ 1.1	+ 7.2	+ 8.5
Total all Trades	+ 5.8	+ 9.6	+12.0	+ 4.8	- 3.1	+ 6.0	+12.8	+ 9.0

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to September 1950 Over January to September 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	+ 1.5	+ 5.8	+ 7.4	+ 4.4	+ 2.6	+ 6.4	+ 5.0	+ 5.7
Meat	- 4.1	+ 6.4	+ 2.5	- 6.4	-12.6	- 1.7	- 4.6	+ 1.0
Country General.....	- 0.7	- 1.4	- 1.0	- 5.4	+ 0.1	- 1.6	+ 1.4	- 1.0
Department	- 1.9	+ 3.2	+ 1.3	+ 1.0	- 8.6	+ 3.2	+ 2.4	+ 1.1
Variety	- 1.6	+ 1.6	+ 8.1	- 7.7	- 5.8	+ 2.7	- 7.6	+ 3.3
Motor Vehicle	+31.6	+25.6	+36.8	+55.4	+24.1	+29.1	+53.4	+34.8
Garage and Filling Station .	+11.4	+14.6	+14.0	+10.7	+13.0	+ 7.3	+23.1	+14.0
Men's Clothing	-14.2	- 5.6	- 8.3	(a)	- 9.8	- 5.9	- 9.0	- 7.6
Family Clothing	- 6.4	- 4.0	- 2.2	-12.1	- 6.7	- 2.1	- 2.1	- 3.9
Women's Clothing	- 1.7	-12.4	- 7.4	-18.2	- 6.7	- 9.8	- 7.0	- 8.9
Shoe	+ 1.2	+ 3.8	- 1.5	- 9.3	- 9.5	+ 2.7	- 7.4	- 0.5
Hardware	- 3.5	+ 4.9	- 0.9	- 7.7	-13.0	- 3.5	- 4.2	- 1.7
Lumber & Building Material .	- 0.7	+15.9	+ 3.2	- 0.2	+ 3.6	+ 6.3	+ 8.6	+ 5.0
Furniture	- 5.5	- 1.0	+ 7.8	- 0.7	- 5.9	- 3.8	+ 3.5	+ 2.9
Appliance & Radio	+ 0.6	+15.8	+19.2	+ 3.5	(b)	- 2.3	+15.9	+14.3
Restaurant	+ 6.1	- 1.4	+ 2.4	- 8.1	- 3.5	- 2.4	- 4.7	- 0.4
Coal & Wood	+18.3	+19.1	+21.0	+ 4.8	+20.9	- 5.0	+ 2.1	+17.6
Drug	- 0.9	+ 4.1	- 2.5	+ 1.7	+ 0.8	- 0.9	- 0.6	- 0.5
Jewellery	+ 0.4	- 3.5	- 2.2	- 6.3	+ 0.6	+22.5	- 0.9	- 0.8
Tobacco	- 5.3	+ 4.0	+ 2.7	- 4.2	- 3.5	+ 1.9	- 4.3	+ 1.8
All Others	+ 2.6	+ 2.6	+ 2.6	- 7.2	-14.7	+ 2.2	+ 0.7	+ 0.5
Total all Trades ..	+ 5.0	+ 5.9	+ 7.9	+ 4.9	- 0.4	+ 5.7	+ 7.2	+ 6.2

(a) Unchanged.

(b) Not available.



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RETAIL TRADE

OCTOBER, 1950

Canada's retail trade was moderately higher in October 1950, sales being 3% above those for the corresponding month in 1949.

Motor vehicle dealers reported the largest gain, sales increasing 22%. Garage and filling station sales increased 10%. The 14% gain in appliance and radio dealers' sales, although more moderate than some of the increases recorded in previous months of 1950, indicated a continuation of the strong consumer demand for this line of durable goods. The only other large gain was that reported by coal and wood dealers whose sales were up 10% in October 1950 compared with October 1949. Food store sales increased 2%, the smallest increase recorded since May. Most of this increase was due to an 11% gain in sales of chain food stores. Family clothing stores were the only ones in the apparel group to show increased sales volume, sales being up 4%.

Other declines in sales volume were quite moderate, the 6% decrease in shoe store sales being the largest, followed by a 5% decline in hardware store sales. Variety store sales declined 3%, the first decrease for that trade since April 1950.

NOTE: This condensed summary of retail sales in October 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

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Only in the Prairie Provinces did sales changes differ to any extent from the average result for Canada. Sales in Manitoba were up 6% in October, while Saskatchewan and Alberta reported retail trade down 7% and 1% respectively compared with October a year ago.

Cumulative sales for January-to-October 1950 increased 6% compared with the same period in 1949. In a few trades, the October 1950 comparisons were somewhat different from those in the year-to-date comparisons. October changes for these, with January-to-October results in brackets, were as follows: family clothing stores + 4% (-3%); variety stores -3% (+3%); men's clothing stores -1% (-6).

A table showing the comparative results for October 1949 and 1950 appears on page 3, and the January-to-October 1950 cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

3

(Without Adjustment for Price Changes)

October 1950 Over October 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination	- 3.1	+ 1.6	+ 3.9	+ 3.4	- 1.1	- 0.2	+ 0.5	+ 1.9
Meat	-11.4	+ 5.3	+ 1.2	- 6.8	- 1.1	+ 0.7	- 3.6	+ 0.7
Country General	- 3.6	+ 2.8	- 2.0	- 5.1	- 8.9	-12.6	+ 0.3	- 3.9
Department	+ 2.6	+ 2.7	+ 1.0	- 0.8	- 5.6	(a)	+ 4.8	+ 1.1
Variety	- 2.7	- 3.3	+ 0.2	-10.0	12.8	- 2.9	- 9.4	- 2.5
Motor Vehicle	+ 8.3	+11.0	+26.9	+48.2	+14.8	+11.2	+37.4	+21.5
Garage & Filling Station .	+15.5	+ 9.7	+ 5.1	+24.4	+ 0.3	+ 5.3	+29.9	+10.0
Men's Clothing	- 8.9	- 8.2	+ 9.2	-11.1	-15.3	-24.2	- 5.0	- 1.0
Family Clothing	- 3.8	+ 5.0	+ 2.9	-21.0	+27.3	+ 5.6	+ 4.8	+ 4.4
Women's Clothing	- 1.6	+ 1.6	- 0.8	-14.9	-15.6	-10.4	-12.6	- 4.2
Shoe	-11.8	- 5.2	- 4.8	(a)	-10.5	-11.1	- 5.9	- 5.9
Hardware	+ 5.1	+ 4.1	+ 0.4	-28.8	-20.5	-13.9	+ 0.7	- 4.8
Lumber & Building Material	+23.5	+25.3	+ 6.3	+ 3.8	-15.2	+ 6.5	+ 3.0	+ 4.5
Furniture	+ 5.5	- 9.9	+ 6.9	+33.3	- 9.7	- 8.3	+ 0.7	+ 0.1
Appliance & Radio	+29.3	+31.0	+11.8	+12.0	(b)	-10.2	+33.8	+14.3
Restaurant	-15.2	+ 3.7	+ 1.6	- 3.0	- 6.7	-12.6	- 5.3	- 1.7
Coal & Wood	+14.0	+19.1	+ 6.9	+23.9	- 2.3	(a)	+ 3.7	+10.0
Drug	+ 4.2	- 0.4	- 0.6	+ 1.8	+ 8.5	+ 0.9	+ 3.2	+ 1.1
Jewellery	+ 6.3	- 3.3	- 4.0	(a)	- 4.3	+ 5.6	+ 2.9	- 1.6
Tobacco	- 7.4	- 5.1	- 0.7	-11.8	(a)	(a)	- 3.9	- 2.6
All Others	- 1.6	+ 0.6	- 2.3	+ 7.2	-23.4	- 1.0	- 4.0	- 3.3
Total, All Trades .	+ 1.5	+ 3.5	+ 4.4	+ 6.3	- 7.7	- 1.1	+ 4.7	+ 2.8

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to October 1950 Over January to October 1949

Kind of Business or Store	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.	CANADA
	%	%	%	%	%	%	%	%
Grocery & Combination ...	+ 1.0	+ 4.9	+ 7.0	+ 4.4	+ 2.3	+ 5.7	+ 4.4	+ 5.3
Meat	- 5.3	+ 6.0	+ 2.3	- 6.4	-11.2	- 1.2	- 4.6	+ 0.9
Country General	- 1.1	- 0.8	- 1.2	- 5.8	- 0.8	- 2.9	+ 0.8	- 1.4
Department	- 1.4	+ 3.2	+ 1.0	+ 0.8	- 8.1	+ 2.8	+ 2.7	+ 1.0
Variety	- 1.6	+ 1.1	+ 7.2	- 8.0	- 6.7	+ 2.0	- 7.8	+ 2.6
Motor Vehicle	+28.9	+24.1	+35.7	+54.5	+22.8	+27.6	+51.1	+33.4
Garage & Filling Station..	+12.1	+14.0	+12.8	+12.1	+11.5	+ 7.3	+23.7	+13.4
Men's Clothing	-13.7	- 6.1	- 5.0	- 0.9	-10.7	- 8.9	- 8.5	- 6.3
Family Clothing	- 5.3	- 2.8	- 1.6	-13.4	- 1.2	- 1.3	- 1.6	- 2.7
Women's Clothing	- 0.7	-11.4	- 6.9	-18.1	- 7.7	- 9.5	- 5.6	- 8.2
Shoe	+ 0.2	+ 3.4	- 1.9	- 8.3	- 9.6	+ 1.0	- 7.1	- 0.9
Hardware	- 2.7	+ 5.4	- 0.8	-11.1	-14.1	- 4.8	- 3.2	- 2.0
Lumber & Building Material	+ 2.2	+16.7	+ 3.7	+ 0.5	+ 0.5	+ 6.3	+ 8.0	+ 5.0
Furniture	- 4.5	- 2.4	+ 7.7	+ 1.9	- 6.5	- 4.0	+ 3.1	+ 2.5
Appliance & Radio	+ 3.4	+18.2	+17.4	+ 4.6	(b)	- 3.4	+18.1	+14.1
Restaurant	+ 4.4	- 0.9	+ 2.2	- 7.1	- 3.9	- 3.3	- 4.2	- 0.5
Coal & Wood	+17.6	+19.1	+19.2	+ 6.9	+16.6	- 7.7	+ 2.5	+16.6
Drug	- 0.3	+ 3.6	- 2.3	+ 1.8	+ 1.6	- 0.7	- 0.2	- 0.3
Jewellery	+ 1.6	- 3.1	- 2.7	- 3.4	- 0.5	+22.4	- 0.3	- 0.6
Tobacco	- 5.5	+ 3.1	+ 2.5	- 5.0	- 3.2	+ 1.6	- 4.3	+ 1.4
All Others	+ 2.1	+ 2.4	+ 1.9	- 5.4	-15.7	+ 2.4	+ 0.2	+ 0.1
Total, All Trades ..	+ 4.6	+ 5.6	+ 7.5	+ 5.0	- 1.3	+ 4.9	+ 6.9	+ 5.8

(b) Not available.

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RETAIL TRADE

NOVEMBER, 1950

The total of Canada's retail trade in November 1950 showed a marked gain of 10% compared with November 1949. This was the second largest increase recorded thus far in 1950, being exceeded only by the 13% gain in August 1950.

Seventeen of the twenty trades reported increased sales volumes. Outstanding among these was the 49% increase in motor vehicle dealers' sales, an indication that consumer demand for new passenger cars continued to show strength. Garage and filling station sales were up a substantial 10%. Food store sales increased 9%, largely on the strength of the 21% increase for chain food stores. Other notable increases were reported by fuel dealers, which had a sales increase of 7%, and by department and country general stores, both of which had 6% increases.

Only three trades reported declines in sales volume in November 1950. Jewellery store sales were down 8%, and this was the largest decrease recorded. Of particular significance was the 6% decrease in furniture store sales and the fractional change in sales of appliance and radio dealers, results which may reflect in part the effect of credit control regulations which came into force in November 1950.

NOTE: This condensed summary of retail sales in November 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed at an early date following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section

Year's subscription, \$1.00

All provinces reported increased sales volume in November 1950 compared with the same month a year ago. The largest increases were those for Manitoba and Alberta, sales being up 14% and 13% respectively. Only in the Maritimes, where sales were up 4%, did results for other provinces vary to any extent from the overall increase of 10% for Canada.

Cumulative sales for January-to-November 1950 increased 6% compared with the same period in 1949. In some trades, November 1950 comparisons varied somewhat from those in the year-to-date comparisons. November changes for these, with January-to-November results in brackets, were as follows: appliance and radio stores +0.1%(+12%); furniture stores -6%(+2%); country general stores +6%(-1%); men's clothing stores +2%(-5%); jewellery stores -8%(-1%).

A table showing the comparative results for November 1949 and 1950 appears on page 3, and the January-to-November cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1950 Over November 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 9.7	+ 3.7	+ 9.8	+10.0	+13.6	+ 7.4	+13.4	+ 8.6
Grocery & Combination	+ 8.7	+ 2.5	+ 9.7	+11.5	+ 9.7	+ 4.2	+ 6.7	+ 1.2
Meat	+ 5.2	-13.5	+10.7	+ 3.0	- 3.6	- 3.9	+21.2	- 0.5
Country General	+ 6.2	+ 1.8	+ 3.7	- 1.5	+13.0	+12.8	+ 4.0	+20.7
Department	+ 5.6	- 5.1	- 0.9	+ 1.5	+15.9	+17.0	+21.1	+11.0
Variety	+ 2.1	- 4.4	+ 4.1	+ 3.5	(a)	- 6.4	+ 2.9	- 3.1
Motor Vehicle	+48.8	+50.0	+68.6	+47.0	+34.3	+34.6	+51.2	+30.3
Garage & Filling Station ..	+10.0	+13.4	+21.0	+ 2.8	+ 3.0	+17.0	+11.5	+18.3
Men's Clothing	+ 1.7	-12.6	- 3.8	- 1.3	+20.0	+11.1	+13.0	+26.9
Family Clothing	+ 3.3	-11.6	-10.9	+ 5.9	+12.1	(b)	+39.7	+13.5
Women's Clothing	- 3.1	+ 1.5	- 4.8	- 4.2	- 2.9	+ 8.5	- 2.4	- 0.7
Shoe	+ 0.8	- 4.3	-11.8	+ 8.1	+13.6	(b)	+14.3	+ 1.7
Hardware	+ 2.2	-10.8	+ 7.2	+ 3.4	+ 2.1	- 5.8	- 2.9	+ 8.1
Lumber & Building Materials	+ 6.3	+ 3.1	+19.3	+10.9	+19.0	- 6.4	- 7.0	+ 5.7
Furniture	- 5.7	-19.2	+ 6.6	- 5.9	- 5.6	-17.2	-17.2	-18.5
Appliance & Radio	+ 0.1	+ 5.3	- 3.1	- 3.1	(a)	(b)	+19.6	+ 2.4
Restaurant	+ 5.3	+ 3.4	(a)	+13.2	(a)	+ 2.1	- 8.4	- 0.4
Coal & Wood	+ 7.1	- 7.1	+ 4.1	+ 1.0	+31.7	+31.3	+37.5	+34.3
Drug	+ 3.0	- 1.8	+ 9.1	+ 2.4	+ 8.8	+ 4.8	+ 2.9	- 5.1
Jewellery	- 7.7	-13.2	-11.8	- 7.4	-11.1	(a)	- 7.9	+ 1.4
Tobacco	+ 2.9	- 8.7	(a)	+ 7.0	(b)	(a)	- 2.4	(a)
All Others	+ 6.3	+ 3.4	+ 3.2	+13.8	+11.4	-18.8	+ 6.2	+ 3.1

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1950 Over January to November 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 6.2	+ 4.5	+ 6.0	+ 7.7	+ 5.9	- 0.5	+ 5.7	+ 7.1
Grocery & Combination	+ 5.6	+ 1.1	+ 5.4	+ 7.4	+ 4.9	+ 2.5	+ 6.0	+ 4.1
Meat	+ 1.2	- 6.0	+ 6.3	+ 2.4	- 6.6	-10.6	+ 0.6	-4.1
Country General	- 0.8	- 0.8	- 0.5	- 1.2	- 3.9	+ 0.2	- 2.2	+ 2.0
Department	+ 1.6	- 1.9	+ 2.7	+ 1.1	+ 2.6	- 5.3	+ 4.8	+ 3.6
Variety	+ 2.5	- 2.0	+ 1.4	+ 6.8	- 7.1	- 6.6	+ 2.1	- 7.3
Motor Vehicle	+34.6	+ 30.6	+27.7	+36.5	+52.8	+23.7	+30.1	+49.2
Garage & Filling Station .	+13.0	+ 11.6	+15.2	+11.6	+11.1	+11.8	+ 7.9	+23.6
Men's Clothing	- 5.4	- 14.1	- 5.5	- 4.6	+ 1.6	- 8.3	- 6.7	- 5.8
Family Clothing	- 2.2	- 5.8	- 4.1	- 0.8	-10.3	+ 6.2	+ 3.0	- 0.3
Women's Clothing	- 7.9	- 0.5	-11.4	- 6.8	-16.7	- 6.1	- 8.5	- 3.4
Shoe	- 0.8	- 0.2	+ 1.5	- 0.8	- 6.4	- 6.5	+ 2.2	- 6.3
Hardware	- 1.3	- 3.8	+ 5.5	(a)	- 7.9	-13.0	- 4.5	- 2.2
Lumber & Building Material	+ 5.1	+ 2.3	+17.0	+ 4.3	+ 2.3	- 0.2	+ 5.0	+ 7.6
Furniture	+ 1.5	- 5.5	- 1.4	+ 6.0	+ 1.1	- 7.7	- 5.7	+ 0.8
Appliance & Radio	+12.4	+ 3.6	+14.9	+15.4	+ 4.1	(b)	- 0.5	+16.3
Restaurant	+ 0.1	+ 4.2	- 0.7	+ 3.0	- 6.5	- 3.0	- 3.5	- 3.8
Coal & Wood	+15.5	+ 14.1	+17.3	+17.2	+ 9.6	+18.4	- 1.2	+ 5.4
Drug	(a)	- 0.6	+ 4.2	- 1.8	+ 2.4	+ 1.8	- 0.3	- 0.6
Jewellery	- 1.3	- 0.3	- 4.2	- 3.2	- 4.5	+ 0.4	+20.6	- 0.4
Tobacco	+ 1.5	- 5.8	+ 2.8	+ 2.9	- 4.6	- 2.9	+ 1.2	- 3.9
All Other	+ 0.7	+ 2.1	+ 2.5	+ 3.1	- 3.9	-16.0	+ 2.5	+ 0.4

(a) Unchanged. (b) Not available.

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RETAIL TRADE DECEMBER, 1950

Sales volume in Canada's retail stores increased 9% in December 1950 compared with December 1949, making this the highest volume of Christmas trade on record. This was the second successive month in which retail sales showed a marked gain.

Most trades reported increased sales volume compared with December, 1949. The 45% increase in motor vehicle dealers' sales was by far the largest. Shoe store sales were up 15%. Garage and filling station, and lumber and building material dealers' sales both increased 12%. Other sizeable increases were recorded by coal and wood dealers, and family clothing stores (9%), food stores (8%), and variety, and country general stores (7%).

Of three sales declines reported, the 6% decrease in appliance and radio dealers' sales was the largest. Jewellery sales decreased 4%.

All sections of the country shared in the large gain in retail trade in December 1950. Quebec and Manitoba showed the largest gains, sales increasing 13% and 12% respectively. Other provinces reported gains ranging from 6% in the Maritime Provinces to 10% in both Alberta and British Columbia.

NOTE: This condensed summary of retail sales in December 1950 replaces the usual monthly report on retail trade. Publication of more detailed information will be resumed with the January 1951 bulletin following a complete revision of retail trade estimates.

Prepared in Merchandising and Services Section

Year's subscription, \$1.00

Sales for the full year 1950 increased 7% compared with 1949 sales volume. Increases were much larger in the last half of the year than they had been in the first half, sales being up only 4.5% in the first six months of 1950. In some trades, December 1950 comparisons varied somewhat from those in the year-to-date comparisons. December changes for these, with January-to-December results in brackets, were as follows: country general stores +7% (unchanged); men's clothing stores +1% (=5%); family clothing stores +9% (-1%); shoe stores +15% (+1%); appliance and radio dealers - 6% (+10%).

A table showing the comparative results for December 1949 and 1950 appears on page 3, and the January-to-December cumulative results on page 4.

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PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

December 1950 Over December 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 8.9	+ 6.1	+12.6	+ 6.9	+11.5	+ 8.4	+ 9.5	+ 9.5
Grocery & Combination.....	+ 8.0	+ 6.7	+ 7.8	+10.7	+ 8.6	- 1.7	+ 6.3	+ 2.8
Meat.....	+ 3.2	- 6.7	+ 4.7	+ 5.6	-10.9	+ 2.7	+ 6.0	- 2.3
Country General.....	+ 7.0	+ 6.1	+15.7	+ 2.9	+12.2	+ 6.3	- 4.4	+12.0
Department.....	+ 4.1	- 0.8	+ 7.4	+ 3.1	+ 8.5	- 4.0	+ 3.3	+ 4.3
Variety.....	+ 7.1	+ 5.5	+10.1	+ 6.4	+ 3.9	+ 1.3	+ 5.3	+ 9.0
Motor Vehicle	+45.4	+36.2	+63.5	+28.5	+74.2	+38.5	+54.6	+75.2
Garage & Filling Station...	+11.9	+12.5	+30.2	- 3.2	- 1.6	+34.1	-34.4	+16.5
Men's Clothing.....	+ 0.7	+ 5.0	+16.8	- 3.1	+ 7.8	- 2.8	- 4.8	+ 6.6
Family Clothing.....	+ 8.7	+ 5.8	+14.4	+ 5.6	+ 9.2	+ 6.0	+ 3.4	+ 5.6
Women's Clothing.....	+ 0.4	(a)	+ 6.7	+ 1.8	- 3.9	-15.3	- 0.8	- 9.1
Shoe.....	+15.1	+13.9	+40.5	+ 6.7	- 3.7	-11.1	- 7.3	- 9.1
Hardware.....	+ 5.0	+ 0.9	+24.5	+ 0.2	+ 3.4	- 9.2	+ 1.4	+ 5.9
Lumber & Building Material.	+11.5	+10.3	+20.1	+12.2	+21.5	+ 6.6	+ 1.7	+12.8
Furniture.....	- 1.5	-26.3	+ 7.4	- 3.2	- 4.3	- 7.1	- 2.4	+ 2.0
Appliance & Radio.....	- 6.4	- 4.5	- 1.7	-11.6	- 8.8	(b)	+10.2	+ 9.1
Restaurant.....	+ 6.0	+ 7.2	+ 5.4	+ 8.0	- 2.3	+ 1.4	+10.2	+ 3.6
Coal & Wood.....	+ 8.5	-11.4	+10.5	+ 8.8	+12.7	+17.6	+36.0	+ 6.9
Drug.....	+ 4.3	+ 1.2	+10.8	+ 1.3	+ 6.9	+ 4.2	+ 7.3	+ 4.7
Jewellery.....	- 3.9	- 5.4	- 9.3	- 1.6	- 6.4	-27.8	- 0.8	+10.6
Tobacco.....	5.4	-23.8	+ 7.0	+ 8.9	(a)	+15.4	- 2.8	- 2.2
All Others.....	+ 8.3	+ 7.1	+ 7.9	+ 7.2	+ 8.7	+24.1	+ 1.2	+12.0

(a) Unchanged.

(b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to December 1950 Over January to December 1949

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades.....	+ 6.5	+ 4.7	+ 6.7	+ 7.6	+ 6.5	+ 0.2	+ 6.1	+ 7.3
Grocery & Combination.....	+ 5.9	+ 1.7	+ 5.6	+ 7.7	+ 5.3	+ 2.1	+ 6.2	+ 4.1
Meat.....	+ 1.4	- 5.7	+ 6.1	+ 2.7	- 6.9	- 9.4	+ 1.2	- 3.9
Country General.....	(a)	- 0.2	+ 1.1	- 0.9	- 2.5	+ 0.7	- 2.5	+ 3.4
Department.....	+ 1.9	- 1.7	+ 3.3	+ 1.3	+ 3.4	- 5.1	+ 4.6	+ 3.7
Variety.....	+ 3.4	- 0.6	+ 2.8	+ 6.7	- 5.2	- 5.3	+ 2.7	- 4.3
Motor Vehicle.....	+35.1	+30.9	+28.8	+35.6	+54.4	+24.3	+32.1	+51.1
Garage & Filling Station.....	+12.9	+11.4	+16.4	+10.4	+ 9.5	+15.2	+ 9.6	+21.5
Men's Clothing.....	- 4.6	-11.4	- 3.2	- 4.4	- 1.4	- 7.6	- 6.4	- 3.8
Family Clothing.....	- 0.8	- 4.2	- 2.1	+ 0.1	- 6.3	+ 6.0	+ 3.0	+ 0.4
Women's Clothing.....	- 6.9	- 0.7	- 9.3	- 5.7	-15.3	- 7.1	- 7.5	- 5.9
Shoe.....	+ 1.1	+ 1.7	+ 6.1	+ 0.2	- 6.2	- 8.0	+ 1.1	- 6.6
Hardware.....	- 0.6	- 2.9	+ 7.2	(a)	- 6.6	-12.6	- 3.9	- 1.3
Lumber & Building Material...	+ 5.6	+ 3.2	+17.1	+ 5.0	+ 3.4	+ 0.4	+ 5.1	+ 8.1
Furniture.....	+ 1.2	- 8.2	- 0.5	+ 4.9	+ 0.5	- 7.7	- 5.4	+ 1.0
Appliance & Radio.....	+10.2	+ 2.5	+13.2	+12.0	+ 2.4	(b)	+ 0.7	+14.6
Restaurant.....	+ 0.5	+ 4.5	- 0.2	+ 3.4	- 6.2	- 2.6	- 2.5	- 3.2
Coal & Wood.....	+14.6	+10.3	+16.5	+16.3	+10.0	+18.2	+ 3.7	+ 5.6
Drug.....	+ 0.5	- 0.4	+ 4.9	- 1.4	+ 2.9	+ 2.1	+ 0.4	- 0.2
Jewellery.....	- 2.1	- 2.0	- 5.7	- 2.9	- 4.5	- 7.2	+13.9	+ 1.7
Tobacco.....	+ 1.7	- 8.0	+ 3.3	+ 3.1	- 4.0	- 0.9	+ 0.5	- 3.7
All Others.....	+ 1.7	+ 2.7	+ 4.3	+ 3.4	- 2.7	-13.7	+ 2.4	+ 1.6

(a) Unchanged.

(b) Not available.

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